

# Privacy Policy

Protecting your private information is our priority. This Privacy Policy applies to [www.tmsofaustin.com](http://www.tmsofaustin.com) and Southwest Neuropsychiatry Association, PLLC, doing business as TMS of Austin, and governs data collection and usage. By using our website, you consent to the data practices described in this statement.

## Collection of Personal Information

TMS of Austin may collect personally identifiable information, including but not limited to:

- First and Last Name
- Mailing Address
- Email Address
- Phone Number
- Health Insurance Information
- Payment Information (for purchases of services)

Additionally, we may collect non-personal demographic information such as:

- Age
- Gender
- Race

We collect this information only when voluntarily provided by you for purposes such as:

- Registering for an account
- Requesting services or appointments
- Submitting payment information
- Contacting us via email or phone

## Use of Personal Information

TMS of Austin collects and uses your personal information to:

- Provide the services you request
- Process payments securely
- Contact you regarding services, appointments, or billing
- Improve our services and website functionality
- Send informational and promotional communications (with your consent)

## Text Messaging & Communications

If you provide your phone number, you consent to receive SMS/text messages regarding

appointments, reminders, and clinic updates. Message and data rates may apply. You can opt out of text messages at any time by replying STOP to our messages.

### Sharing Information with Third Parties

We may share your data with trusted third-party service providers who assist in:

- Secure payment processing
- Email and text message communications
- Website analytics (Google Analytics)
- Appointment scheduling
- Customer support

### Use of Cookies & Tracking Technologies

We use cookies and tracking technologies, including Google Analytics, to enhance your browsing experience. These technologies help us analyze website traffic and user behavior. You may opt out of cookies by adjusting your browser settings, but this may limit some website features.

### Patient Portal & Secure Messaging

If you use our Patient Portal, your data is protected using secure encryption methods. While the portal allows secure messaging with our team, please avoid sharing sensitive health information through unencrypted emails.

### HIPAA Compliance

We comply with HIPAA (Health Insurance Portability and Accountability Act) regulations to protect the confidentiality and security of your health information. If we share data with third-party providers, we ensure compliance through Business Associate Agreements (BAAs).

### Security of Your Information

We take reasonable security measures, including:

- SSL encryption for data transmission
- Secure access controls for stored data
- Regular security audits

### Right to Deletion

You have the right to request deletion of your personal data, except in cases where retention is necessary to:

- Complete transactions or fulfill contractual obligations
- Detect and prevent fraud
- Comply with legal requirements

- Maintain security and integrity

#### Children Under Thirteen

We do not knowingly collect personal information from children under 13. If you believe we have collected such information, please contact us to have it removed.

#### Email & Marketing Communications

We may contact you via email for:

- Appointment confirmations
- Important clinic updates
- Promotional offers (only with consent)

You may opt out of marketing emails at any time by clicking the unsubscribe link.

#### Changes to This Policy

We may update this Privacy Policy periodically. We will notify you of significant changes by posting a notice on our website or sending an email update.

#### Contact Information

For questions about this Privacy Policy, please contact us:

TMS of Austin

1106 Clayton Ln 240 W

Austin, Texas 78723

Email: [contact@tmsofaustin.com](mailto:contact@tmsofaustin.com)

Phone: 737-471-5402

Effective Date: [Update to the current date]