



Privacy Policy

Responsible Party: CEO/DO/ITD

Effective Date: April 16, 2025

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Policy Section: General

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I. Policy:

Northland Health Centers (NHC) is committed to protecting the privacy and confidentiality of the personal and health information of our patients.

This Privacy Policy outlines how we collect, use, store and protect your information in compliance with Health Insurance Portability and Accountability Act (HIPAA) and other applicable laws and regulations.

II. Procedure:

NHC shall collect and maintain information necessary to provide you with high-quality healthcare services, including:

- **Personal Information** – Name, address, date of birth, phone number, email address, and emergency contact information.
- **Health Information** - Medical history, treatment plans, diagnoses, medications, lab results, and other related information.
- **Payment Information** – Billing details, insurance information, and payment history.
- **Other Information** – Demographic data and feedback forms, where applicable.

How We Use Your Information-

All the information you provide, i.e., name, address, mobile number, etc., is not collected or stored in our website. All information obtained as part of SMS text message consent, SMS opt-in information and phone numbers collected specifically for SMS purposes are NOT shared with third parties and affiliates under any circumstances. To opt-out, please send us an email that you wish to opt-out to info@northlandchc.org or call us toll-free 877-609-3577.

Your information is used solely for purposes related to your healthcare, including:

- Providing medical, dental and behavioral health services.
- Communicating with you about appointments, treatment and follow-up care.



- Coordinating care with other healthcare providers as authorized by you.
- Processing billing and insurance claims.
- Complying with legal and regulatory requirements.
- Improving the quality of our services through patient feedback.

How We Protect Your Information-

NHC employs administrative, physical, and technical safeguards to protect your information from authorized access, loss or misuse. Measures include:

- Securing electronic records with encryption and firewalls.
- Limiting access to personal and health information to authorized personnel.
- Regular training of staff on privacy and data security best practices.
- Monitoring systems to detect and respond to potential breaches

Sharing Your Information-

NHC may share your information in limited circumstances, such as:

- **With Your Consent:** To coordinate care with other providers or organizations at your request.
- **For Treatment, Payment or Operations:** To ensure continuity of care, process claims, or improve services.
- **As Required by Law:** To comply with subpoenas court orders, or public health reporting

Your Rights –

You have the following rights regarding your personal and health information:

- **Access** – You can request a copy of your health records.
- **Amendments** – You can request corrections to your records if you believe they are inaccurate.
- **Restrictions** – You can request limitations on how your information is used or shared.
- **Confidential Communication:** You can request communication through specific channels
- **Accounting of Disclosures:** You can request a report of how your information has been shared, excluding uses for treatment, payment or healthcare operations.

Changes to This Privacy Policy-

NHC may update this Privacy Policy to reflect changes in regulations or practices. The latest version will always be available on our website or at our facilities.

Please review it periodically to stay informed about how we protect your privacy.



Terms and Conditions

By subscribing to our services, you agree to the following terms and conditions regarding messaging and communications:

SMS Consent Communication: The information (Phone Numbers) obtained as part of the SMS consent process will not be shared with third parties for marketing purposes.

Types of SMS Communications: If you have consented to receive text messages from Northland Health Centers, you may receive messages related to the following:

- Appointment reminders
- Follow-up messages
- Billing inquiries
- Promotions or offers (if applicable)
- Example: "Hello, this is a friendly reminder of your upcoming appointment with Dr. Doe at Turtle Lake on 1/1/25 at 0900. You can reply STOP to opt out of SMS messaging from Northland Health Centers at any time."

Message Frequency: The frequency of these messages may vary depending on the service you're subscribed to (e.g., weekly, monthly, or as events or promotions arise). For example, you may receive up to [X] SMS messages per week related to your [appointments/billing, etc.].

- Example: "Message frequency may vary. You may receive up to 2 SMS messages per week regarding your appointments or account status."

Potential Fees for SMS Messaging: Standard messaging and data rates may apply depending on your mobile carrier and plan. These fees may vary if the message is sent domestically or internationally. You are responsible for any charges incurred from receiving messages.

Opt-In Method: You may opt-in to receive SMS messages from Northland Health Centers in the following ways:

- Verbally, during a conversation
- By submitting an online form
- By filling out a paper form

Opt-Out Method: You can opt out of receiving further messages at any time. To do so, simply reply "STOP" to any SMS message you receive. After opting out, you will no longer receive further messages unless you opt back in.

Help: If you are experiencing any issues, you can reply with the keyword HELP. You can get help directly from us at <https://northlandhealthcenters.org/>



Standard Messaging Disclosures:

- Message and data rates may apply.
- You can opt out at any time by texting "STOP."
- For assistance, text "HELP" or visit our Privacy Policy and Terms and Conditions pages at [Privacy-Policy Terms-and-Conditions.pdf](#).
- Message frequency may vary.

Privacy Policy: For more information about how we collect, use, and protect your personal data, please refer to our Privacy Policy.

By subscribing to our messaging service, you acknowledge and agree to these terms.

Thank you for your attention to these important matters. We look forward to supporting your SMS initiatives in a compliant and effective manner.