

Website Privacy Policy

HIDEF Physical Therapy & HIDEF Sports & Physical Therapy

Effective Date: May 8, 2026

Last Updated: May 8, 2026

1. Introduction

This Website Privacy Policy (“Policy”) explains how HIDEF Physical Therapy and HIDEF Sports & Physical Therapy (collectively, “HIDEF,” “we,” “our,” or “us”) collect, use, and disclose information when you visit www.hidefpt.com (the “Site”).

This Policy applies only to information collected through the Site. It does not cover protected health information (“PHI”) collected during your care as a patient – that information is governed by our separate Notice of Privacy Practices under the Health Insurance Portability and Accountability Act (“HIPAA”). It also does not cover consumer health data, which is governed by our separate Consumer Health Data Privacy Policy as required by Washington’s My Health My Data Act.

By continuing to use the Site, you acknowledge that you have read this Policy. Where applicable law requires affirmative consent for specific data processing activities, we will obtain that consent separately.

2. Information We Collect

A. Information You Provide Directly

We collect information you submit through the Site, including:

- Name, email address, and phone number when you book an appointment, request a callback, or sign up for updates
- Demographic and insurance information you provide when scheduling care
- Messages, feedback, or other content you submit through forms

B. Information Collected Automatically

When you visit the Site, certain technical information is automatically collected:

- IP address, device type, browser type, and operating system
- Pages visited, time spent on pages, and click activity

- Referral source (e.g., search engine, social media, direct link)

We use Google Analytics (via Google Tag Manager) to understand how visitors use the Site. We do not use Meta Pixel, Facebook Pixel, or other third-party advertising tracking technologies on this Site.

C. Information from Third Parties

We may receive information about you from referring providers, insurance partners, or service vendors when relevant to scheduling or care coordination. Health information received from these sources is treated under our Notice of Privacy Practices, not this Policy.

3. How We Use Your Information

We use Site information to:

- Respond to inquiries and schedule appointments
- Operate, maintain, and improve the Site
- Analyze Site performance and user behavior in aggregate
- Send communications you have requested or opted into
- Comply with legal obligations and protect against fraud or misuse

We do not sell your personal information. We do not use your information for targeted advertising on third-party platforms.

4. How We Share Your Information

We share information only as described below:

- **Service Providers.** We use third-party vendors to host the Site (Wix), analyze traffic (Google Analytics), and operate communications systems. These vendors are contractually limited to using your information to provide services to us.
- **Legal Requirements.** We may disclose information when required by law, subpoena, court order, or to protect the rights, safety, or property of HIDEF, our patients, or the public.
- **Business Transfers.** If HIDEF is involved in a merger, acquisition, or sale of assets, your information may be transferred as part of that transaction. We will notify you and provide choices where required by law.

We do not share personal information with advertisers, data brokers, or third-party marketing platforms.

5. Cookies and Tracking Technologies

A. What We Use

- **Strictly Necessary Cookies.** Required for the Site to function (e.g., session management, security).
- **Analytics Cookies.** Help us understand how the Site is used in aggregate (Google Analytics via Google Tag Manager).

We do not use advertising cookies, retargeting pixels, or social media tracking pixels on this Site.

B. Managing Cookies

You can manage cookies through:

- The cookie consent banner displayed on your first visit
- Your browser settings, which allow you to block or delete cookies
- Google's analytics opt-out tool: <https://tools.google.com/dlpage/gaoptout>

Blocking strictly necessary cookies may prevent the Site from functioning properly.

6. Your Privacy Rights

Depending on where you live, you may have the following rights regarding the personal information we collect through the Site:

A. All Visitors

- **Access.** Request a copy of the personal information we hold about you.
- **Correction.** Request that we correct inaccurate information.
- **Deletion.** Request that we delete your personal information, subject to legal retention requirements.
- **Marketing Opt-Out.** Unsubscribe from promotional communications at any time.

B. Washington State Residents

In addition to the rights above, Washington's My Health My Data Act provides specific rights regarding consumer health data. Please see our separate Consumer Health Data Privacy Policy for those rights and how to exercise them.

C. California Residents

Under the California Consumer Privacy Act (“CCPA”) and California Privacy Rights Act (“CPRA”), you have the right to know what personal information we collect, request deletion, correct inaccuracies, and opt out of any sale or sharing of personal information. We do not sell or share personal information as those terms are defined under California law.

D. European Union and United Kingdom Residents

If you are located in the EU or UK, you may have additional rights under the GDPR or UK GDPR, including the right to data portability, the right to object to processing, and the right to lodge a complaint with a supervisory authority.

E. How to Exercise Your Rights

Submit requests to business@hidefpt.com or by mail to:

**HIDEF Physical Therapy Attn: W. Zach Smith, Privacy Officer 17709 SE 272nd St Suite C
Covington, WA 98042**

We will verify your identity before processing requests and will respond within the timeframes required by applicable law (generally 30–45 days). If we deny your request, we will explain the reason and your right to appeal.

7. Data Retention

We retain personal information collected through the Site only as long as necessary for the purposes described in this Policy or as required by law. Inquiry and contact form data is generally retained for up to 24 months unless you become a patient (in which case retention is governed by HIPAA and Washington records-retention requirements).

8. Data Security

We use reasonable administrative, technical, and physical safeguards to protect personal information collected through the Site, including encryption in transit (HTTPS), access controls, and vendor due diligence. No system is perfectly secure, and we cannot guarantee absolute security of information transmitted over the internet.

If we discover a security incident affecting your personal information, we will notify you and applicable regulators as required by law.

9. Children’s Privacy

The Site is not directed to children under 13, and we do not knowingly collect personal information from children under 13 through the Site. Patients under 18 receive care under a parent or guardian's authorization, and information collected during care is handled under our Notice of Privacy Practices, not this Policy. If you believe a child under 13 has submitted personal information through the Site, contact us at business@hidefpt.com and we will delete it.

10. Third-Party Links

The Site may contain links to third-party websites. We are not responsible for the privacy practices of those sites. Review their policies before submitting information.

11. Changes to This Policy

We may update this Policy from time to time. The "Last Updated" date at the top reflects the most recent revision. Material changes will be communicated through the Site or by direct notice where required by law.

12. Contact Us

For questions about this Policy or to exercise your rights:

Email: business@hidefpt.com HIDEF Physical Therapy Attn: W. Zach Smith, Privacy Officer 17709 SE 272nd St Suite C Covington, WA 98042

HIDEF Physical Therapy — The Best Is Ahead