

Privacy Statement

Leila Rhodes MD is committed to protecting your privacy and maintaining the confidentiality of your personal and health information. This privacy statement outlines how we collect, use, protect, and share your personal and health information. By visiting our practice and providing us with your information, you consent to the practices described in this privacy statement.

1. Information We Collect

We collect the following types of information from you in person and via email/fax:

- **Personal Information:** Name, address, phone number, email address, date of birth, and other contact details.
- **Health Information:** Medical history, diagnosis, treatment plans, medications, test results, and other medical data necessary to provide care.
- **Insurance Information:** Insurance provider details, policy numbers, and billing information.

2. How We Use Your Information

Your information is used for the following purposes:

- To provide medical care and treatment, including diagnosis, consultation, and prescriptions.
- To communicate with you about your appointments, test results, and treatment plans.
- To process billing and insurance claims, including submission to insurance companies.
- To comply with legal, regulatory, and insurance requirements.
- To improve the quality of care and enhance our medical services.

3. How We Protect Your Information

We take the protection of your personal and health information seriously. We implement physical, administrative, and technical safeguards to protect your information from unauthorized access, use, or disclosure. Our staff is trained to handle sensitive information with the utmost confidentiality.

4. Sharing Your Information

We may share your personal and health information with third parties under the following circumstances:

- **With your consent:** We may share information with family members or others you designate in writing to receive updates about your care.
- **For medical purposes:** We may share your information with other healthcare providers involved in your treatment.
- **For billing and insurance purposes:** We may share necessary information with insurance companies or billing providers to process claims and payments.
- **As required by law:** We may disclose your information when required by law, such as in response to a subpoena or court order.

5. SMS Communication

As part of our efforts to improve communication with you, we may use SMS (text messages) to:

- Remind you of upcoming appointments.
- Send reminders for medications or health check-ups.
- Provide updates or alerts about your care.

By providing us with your mobile phone number, you consent to receiving SMS communications. You may opt out of receiving SMS messages at any time by responding with "STOP" or by contacting our office at 858-454-5557 or via email at frontoffice@lrrhodesmd.com

Please note that while we take steps to ensure the privacy of SMS communications, SMS is not a completely secure medium. We cannot guarantee the confidentiality of any information transmitted via SMS, and we recommend that you take care when receiving messages related to sensitive health information.

6. Your Rights

You have the following rights regarding your health information:

- **Access:** You can request copies of your medical records, subject to certain limitations.
- **Correction:** You can request corrections to any incorrect or incomplete information.
- **Confidentiality:** You can request that your information be shared with specific individuals or organizations.
- **Opt-Out:** You can opt out of certain communications, such as appointment reminders or marketing materials.
- **Revocation of Consent:** You may revoke consent for the sharing of your information, except where we are required by law to disclose it.

7. Retention of Your Information

We retain your personal and health information as required by law, for as long as necessary to provide care and for other legitimate purposes, such as legal and insurance requirements.

8. Changes to This Privacy Statement

We may update this privacy statement from time to time to reflect changes in our practices, technology, legal requirements, or other factors. Any updates will be posted on our website or provided to you upon request. We encourage you to review this statement periodically.

9. Contact Us

If you have any questions or concerns about our privacy practices or if you wish to exercise your rights regarding your personal or health information, please contact us at:

Leila Rhodes MD Inc

Address: 6525 La Jolla Blvd, La Jolla, CA, 92037

Phone: 858-454-5557 Fax: 858-454-2223

Email: frontoffice@lrrhodesmd.com

Website: <https://www.lrrhodesmd.com/>