

Website Privacy Policy

RDL Therapeutic Outpatient Therapy Health & Wellness

3591 Murchison Road, Fayetteville, NC 28311 | (910) 868-2002 | connect@rdlphysicaltherapy.com

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This Privacy Policy explains what information RDL Therapeutic Outpatient Therapy Health & Wellness ("RDL," "we," "us," or "our") collects through our website at <https://www.rdlphysicaltherapy.com>, our online and paper forms, and our text message and email communications; how we use that information; who we share it with; and the choices you have. Please read it carefully.

1. Relationship to Our HIPAA Notice of Privacy Practices

RDL is a HIPAA-covered health care provider. Protected health information (PHI) that we create or receive in the course of treating you, billing for your care, or operating our practice is governed by our separate Notice of Privacy Practices, which is posted in our office and available on request. Where this Privacy Policy and our Notice of Privacy Practices differ with respect to PHI, the Notice of Privacy Practices controls.

This Privacy Policy governs information collected through our website and our electronic communication programs, including information that is not PHI — for example, website analytics data from a general visitor who is not a patient.

2. Information We Collect

2.1 Information you give us directly

We collect information you provide when you contact us, request an appointment, complete an intake or consent form, submit a records or billing question, or communicate with us by phone, email, or text message. This may include:

- Name, date of birth, mailing address, email address, and telephone numbers, including your mobile number
- Emergency contact and authorized representative information
- Health plan, insurance member ID, group number, and coverage details
- Referring provider, referral information, and the reason for your visit
- Appointment preferences, scheduling requests, and communication preferences
- Payment and billing information, including balances, statements, and payment confirmations
- The content of the messages, forms, and correspondence you send us

2.2 Information collected automatically when you visit our website

You can browse most of our website without telling us who you are. When you visit, our servers and service providers automatically log limited technical information, including:

- IP address, and the approximate geographic region and internet service provider derived from it
- Browser type and version, operating system, device type, and screen settings
- Pages viewed, time spent on each page, links clicked, referring website, and exit pages
- Date and time of your visit

We use this information in aggregate to understand how our site is used, to diagnose technical problems, and to improve the site. We do not attempt to identify individual visitors from this data.

2.3 Information we receive from others

We may receive information about you from referring physicians and other treating providers, from your health plan or its clearinghouse, from workers' compensation carriers or attorneys where applicable, and from family members or representatives you have authorized to act on your behalf.

3. How We Use Your Information

We use the information we collect to:

- Schedule, confirm, remind you of, reschedule, and cancel appointments
- Provide, coordinate, and manage your physical, occupational, massage, cardiopulmonary, and teletherapy care
- Verify insurance eligibility and benefits, obtain and track prior authorizations, submit claims, and collect payment
- Respond to your questions, requests, and messages
- Send account, billing, and authorization notifications
- Maintain and improve our website, forms, and communication systems
- Comply with legal, regulatory, licensing, accreditation, and audit obligations

4. Text Messaging (SMS) and Mobile Information

If you give us written consent, we may send you text messages about your appointments, your questions to our office, and your account. Our complete text messaging terms are available at <https://www.rdlphysicaltherapy.com/sms-terms>.

4.1 We do not share your mobile information

No mobile information will be shared with third parties or affiliates for marketing or promotional purposes. All of the categories of sharing described in this Privacy Policy exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties. SMS consent is not shared with third parties or affiliates.

We do not sell, rent, trade, or lease mobile telephone numbers or SMS opt-in data to anyone, for any purpose. The only parties that ever handle your mobile number in connection with our text messaging program are the telecommunications and software vendors that transmit the messages on our behalf. Those vendors act solely on our instruction, are contractually prohibited from using the information for their own purposes, and, where they handle protected health information, operate under a signed HIPAA Business Associate Agreement.

4.2 What text messaging consent covers

Your consent to receive text messages is separate from, and in addition to, any consent you give for treatment. Consent to receive text messages is never a condition of receiving care from us. You may withdraw it at any time by replying STOP to any message, by calling (910) 868-2002, or by telling any member of our staff.

4.3 Security of text messages

Standard text messages are not encrypted and travel across networks we do not control. They can, in principle, be intercepted, misdirected, or read by anyone with access to your device. We limit the content of our text messages

to the minimum necessary and avoid including clinical details. By consenting to text messaging, you acknowledge and accept these inherent risks. If you would prefer not to receive health-related information by text, tell us and we will use another method.

5. Who We Share Information With

We share information only as described below, and only to the extent permitted by HIPAA and other applicable law:

- **Treatment.** With physicians, therapists, and other providers involved in your care.
- **Payment.** With your health plan, Medicare or Medicaid, clearinghouses, and other payers to verify benefits, obtain authorization, and obtain payment for services.
- **Health care operations and business associates.** With vendors that provide our electronic medical record, practice management, billing, telecommunications, website hosting, and analytics services. Each such vendor that handles protected health information does so under a signed Business Associate Agreement requiring appropriate safeguards.
- **As required by law.** In response to court orders, subpoenas, public health reporting requirements, health oversight activities, and other legally mandated disclosures.
- **With your written authorization.** For any purpose not otherwise permitted by law, and only after you sign an authorization, which you may revoke at any time.

We do not sell your personal information, and we do not disclose your information to third parties for their own marketing or promotional purposes.

6. Cookies and Website Analytics

Our website uses cookies and similar technologies to remember your preferences, keep forms working correctly, and measure site usage. If you allow cookies, the personal information described in Section 2.2 may be stored by us, but it will not be released to any third party except as necessary to process a payment you have authorized.

You can set your browser to refuse cookies or to alert you when a cookie is being sent. Some parts of our site may not function properly if you disable cookies. We honor browser-based Global Privacy Control signals where technically feasible.

7. How We Protect Your Information

We maintain administrative, physical, and technical safeguards designed to protect the confidentiality, integrity, and availability of the information we hold. These include access controls limiting staff access to the minimum necessary, workforce privacy and security training, encryption of data at rest and in transit where reasonably available, and written agreements with our vendors. No method of transmission or storage is completely secure, and we cannot guarantee absolute security. If a breach occurs that compromises the privacy or security of your protected health information, we will notify you as required by law.

8. Children's Privacy

Our website is not directed to children, and we do not knowingly collect personal information online from children under 13 without verifiable parental consent, consistent with the Children's Online Privacy Protection Act. We do treat minor patients; in those cases, information is provided by and communications are directed to a parent or legal guardian. Text message consent for a minor patient must be given by the parent or legal guardian, who must be the account holder for the mobile number provided.

9. Your Rights and Choices

- **Text messages.** Reply STOP to any message to stop all texts, or reply START to resume. Reply HELP for assistance.
- **Email.** Use the unsubscribe link in any non-essential email, or contact our office.
- **Confidential communications.** You may ask us to contact you only in a specific way or at a specific location. We will accommodate all reasonable requests.
- **Access, amendment, and accounting.** You have the right to inspect and obtain a copy of your health record, to request a correction, to request restrictions on use and disclosure, and to receive an accounting of certain disclosures. These rights and the process for exercising them are described in our Notice of Privacy Practices.

To exercise any of these rights, contact us using the information in Section 12.

10. Third-Party Links

Our website may link to other websites for your convenience. A link does not mean we endorse the site or its operator. We do not control and are not responsible for the privacy practices or the content of any third-party site. We encourage you to read the privacy policy of every site you visit.

11. Changes to This Policy

We may update this Privacy Policy from time to time. The revised version will be posted on this page with a new effective date, and it will apply to information we already hold as well as information we receive afterward. We encourage you to review this page periodically.

12. How to Contact Us or File a Complaint

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Phone: (910) 868-2002 Email: connect@rdlphysicaltherapy.com Web: <https://www.rdlphysicaltherapy.com>

If you believe your privacy rights have been violated, you may contact our Privacy Officer at the number or address above. You may also file a complaint with the U.S. Department of Health and Human Services, Office for Civil Rights, at <https://www.hhs.gov/hipaa/filing-a-complaint> or by calling 1-800-368-1019 (TDD: 1-800-537-7697). We will not retaliate against you for filing a complaint.