

Privacy Policy

How we protect patient information



AVPerformance Therapy (“AVPerformanceTherapy,” “we,” “us,” or “our”) is committed to protecting the privacy and security of your personal information. This Privacy Policy explains how we collect, use, and protect your personal information, including information shared through text messages (SMS).

This policy applies to information collected through patient intake forms, in-clinic interactions, phone calls, text messaging, and our website: www.AVPerformanceTherapy.com (the “Website”).

1. Information We Collect

1.1 Personal Information You Provide

We may collect personal information that you voluntarily provide to us through our online forms or when contacting us directly. This may include, but is not limited to:

- Name
- Email address
- Phone number
- Date of birth
- Any additional information you choose to include in your message or inquiry

1.2 Log Data

Our servers automatically record information sent by your browser when you visit the Website. This may include:

- IP address
- Browser type
- Device type
- Pages visited
- Dates and times of visits
- Referring websites
- Other usage statistics

This information helps us understand how visitors use our Website and improve its functionality.

1.3 Cookies and Similar Technologies

We may use cookies, pixels, web beacons, and similar technologies to:

- Enhance your browsing experience
- Analyze Website performance
- Understand visitor interactions
- Support certain Website features

You may configure your browser to refuse cookies or notify you when cookies are being used. If you choose to disable cookies, some Website features may not function properly.

2. How We Use Your Information

We may use the information we collect for purposes including:

- Responding to your inquiries
- Contacting you to assist with appointment requests or scheduling
- Providing information about our services
- Improving Website performance, usability, and security
- Communicating updates, promotions, or important notices
- Analyzing trends and user behavior

If you opt in to receive SMS text messages, we send you messages related to:

- Appointment reminders or changes
- Follow-up or care-related communications
- Billing or administrative notices
- Communicating updates, promotions, or important notices

By providing your mobile phone number and opting in, you consent to receive SMS messages from AVPerformanceTherapy. Consent is not a condition of receiving care. Message frequency may vary. Message and data rates may apply.

You may opt out of text messages at any time by replying STOP to any message. You may also contact us directly to update your communication preferences.

3. Information Sharing and Disclosure

3.1 No Selling of Personal Information

We do not sell, rent, or lease your personal information to third parties. Mobile information will **not** be shared with third parties or affiliates for marketing or promotional purposes.

3.2 Service Providers

We may share your information with trusted third-party service providers who assist in operating our Website, processing inquiries, or delivering services. These providers are contractually required to protect your information and use it only for authorized purposes.

3.3 Legal Requirements

We may disclose information if required to do so by law, court order, or legal process, or if we believe such action is necessary to:

- Protect our rights
- Prevent fraud or abuse
- Ensure the safety of visitors, patients, or staff

4. Data Security

We implement reasonable administrative, technical, and physical safeguards to protect the personal information we collect. However, no method of transmission or storage is 100% secure, and we cannot guarantee absolute security.

If you maintain an account, you are responsible for keeping your credentials secure.

5. Data Retention

We retain personal information only for as long as necessary to fulfill the purposes described in this Privacy Policy or to comply with legal obligations. Information submitted through appointment request forms may be retained for scheduling, follow-up, and internal recordkeeping.

6. Links to Third-Party Websites

Our Website may contain links to third-party websites or resources. This Privacy Policy does not apply to those sites, and we are not responsible for their content or privacy practices. We encourage you to review the privacy policies of any third-party sites you visit.

7. Children's Privacy

Our Website is not intended for children under the age of 13, and we do not knowingly collect personal information from children. If you believe a child has provided information to us through the Website, please contact us so we can remove it.

8. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, services, or applicable laws. Any updates will be posted on this page with a revised effective date. Continued use of the Website after updates constitutes acceptance of the revised policy.

9. Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy or your personal information, please contact Antigone directly at (847) 242-1410.