

Privacy Policy

Total Foot Care & Wellness Clinic

Last Updated: March 20, 2026

1. Introduction

Total Foot Care & Wellness Clinic ("we," "our," or "us") is committed to protecting your privacy and the confidentiality of your personal and health information. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website (www.thetfclinic.com), contact our offices, or receive care at any of our locations.

By using our website or services, you agree to the terms of this Privacy Policy.

2. Information We Collect

We may collect the following types of information:

- **Personal Identifiers:** Name, date of birth, address, phone number, email address
- **Health Information:** Medical history, diagnoses, treatment information, insurance details (collected and handled as Protected Health Information under HIPAA)
- **Communication Data:** Messages, appointment requests, referral information
- **Website Usage Data:** IP address, browser type, pages visited, time spent on pages (via cookies and analytics tools)

3. How We Use Your Information

We use your information to:

- Schedule and confirm appointments
- Provide, coordinate, and follow up on medical care
- Process insurance claims and billing
- Send appointment reminders, care instructions, and health-related communications via SMS, phone, or email
- Respond to inquiries submitted through our website or contact forms
- Comply with legal and regulatory requirements

4. SMS / Text Message Communications

Opt-In: Patients opt in to receive SMS messages from Total Foot Care & Wellness Clinic by signing a paper intake form or referral form at the clinic or through a referring provider. The form includes explicit consent to receive text messages from us. SMS consent is collected offline only; patients do not opt in through a website form. Consent to receive SMS messages is not a condition of receiving medical care.

Sender: Messages are sent from Total Foot Care & Wellness Clinic via +1-833-382-4577.

Types of messages: Appointment reminders, referral status updates, post-visit follow-up instructions, and health-related care coordination messages.

Message Frequency: Message frequency varies. You may receive approximately 1–10 messages per month depending on your care schedule.

Msg & data rates may apply. Standard message and data rates from your mobile carrier may apply.

Opt-Out: Reply STOP to any message to opt out. You will receive one final confirmation and no further messages.

Help: Reply HELP for assistance, or contact us at (904) 323-0954 or tfteam@thetfclinic.com.

Re-subscribe: Reply START or contact our office to resume messages.

No mobile information will be shared with third parties/affiliates for marketing/promotional purposes. All the above categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties.

Privacy Note: Standard SMS is not always encrypted and may present privacy risks. We limit SMS content to the minimum necessary for care coordination and do not transmit sensitive clinical details via text.

5. HIPAA Notice

As a healthcare provider, we are required by HIPAA to maintain the privacy and security of your Protected Health Information (PHI). Your health information is used and disclosed only as permitted by law — for treatment, payment, and healthcare operations.

For a full description of your HIPAA rights, request a copy of our Notice of Privacy Practices at any clinic location or by emailing tfteam@thetfclinic.com.

6. Information Sharing

We do not sell or rent your personal information. We may share it only in the following circumstances:

- **With your consent**
- **For treatment and care coordination** — with referring physicians and specialists involved in your care
- **For payment** — with your insurance company for billing
- **As required by law**
- **With service providers** — vendors bound by confidentiality agreements. Where required by HIPAA, vendors handling PHI are engaged under Business Associate Agreements (BAAs).

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7. Cookies and Website Analytics

Our website uses cookies to improve your experience and analyze traffic. You may disable cookies in your browser settings; some features may not function properly without them.

8. Data Security

We implement administrative, technical, and physical safeguards to protect your information. Electronic health information is maintained in compliance with HIPAA Security Rule requirements.

9. Children's Privacy

Our services are not directed to children under 13. We do not knowingly collect personal information from children under 13 without verifiable parental consent.

10. Third-Party Links

Our website may contain links to third-party sites. We are not responsible for their privacy practices.

11. Your Rights

You may have the right to:

- Access the personal information we hold about you
- Request correction of inaccurate information
- Request deletion of your information (subject to legal and HIPAA retention requirements)
- Opt out of SMS at any time by replying STOP

Contact us at tfteam@thetfclinic.com or (904) 323-0954.

12. Changes to This Policy

We may update this policy from time to time. The "Last Updated" date reflects the most recent revision.

13. Contact Us

Total Foot Care & Wellness Clinic

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