

Privacy Policy

Effective Date: *February 23, 2026*

Last Updated: *February 23, 2026*

New Braunfels Podiatry Associates (“NB Podiatry,” “we,” “our,” or “us”) is committed to protecting your privacy and safeguarding your personal and health information. This Privacy Policy explains how we collect, use, disclose, and protect information obtained through our website, NBPodiatry.com, and related services. By using this website, you agree to the terms of this Privacy Policy.

1. Information We Collect

We may collect the following types of information:

A. Personal Information

- Name
- Phone number
- Email address
- Mailing address
- Date of birth
- Insurance information (if submitted)
- Any information submitted through contact forms or appointment requests

B. Protected Health Information (PHI)

If you submit medical or health-related information through secure forms, that information may constitute Protected Health Information (PHI) under the Health Insurance Portability and Accountability Act (HIPAA).

C. Automatically Collected Information

When you visit our website, we may automatically collect:

- IP address
- Browser type
- Device type
- Pages visited
- Referring website
- Date and time of visit

This information is collected through cookies and analytics tools.

2. How We Use Your Information

We use collected information to:

- Schedule and confirm appointments
- Respond to inquiries
- Provide medical services
- Communicate regarding your care
- Send administrative updates
- Improve website functionality
- Comply with legal and regulatory requirements

We do not sell your personal information.

3. HIPAA and Medical Privacy

As a healthcare provider, NB Podiatry complies with HIPAA regulations regarding Protected Health Information (PHI).

Our full Notice of Privacy Practices, which describes how we use and disclose PHI and your rights under HIPAA, is available at our office and upon request.

Electronic communications submitted through unsecured forms may not be fully encrypted. Please avoid submitting highly sensitive medical details unless using our secure patient portal.

4. SMS/Text Messaging Policy

If you provide your mobile phone number, you may opt in to receive SMS/text messages from NB Podiatry.

Types of Messages You May Receive:

- Appointment reminders
- Appointment confirmations
- Follow-up care instructions
- Billing notifications
- Office updates

Consent

By providing your phone number and opting in, you consent to receive text messages from NB Podiatry. Consent is not a condition of receiving medical treatment.

Message Frequency

Message frequency varies based on appointment scheduling and patient communication needs.

Message and Data Rates

Standard message and data rates may apply based on your mobile carrier plan.

Opt-Out Instructions

You may opt out of receiving SMS messages at any time by replying:

- STOP to unsubscribe
- HELP for assistance

You may also contact our office directly to update your communication preferences.

Data Sharing

We do not sell or share SMS opt-in information with third parties for marketing purposes. SMS data may be shared only with service providers necessary to deliver messaging services (e.g., secure messaging platforms), and only under appropriate confidentiality agreements.

5. Cookies and Tracking Technologies

We use cookies and similar technologies to:

- Improve website performance
- Analyze site traffic
- Enhance user experience

You may disable cookies through your browser settings; however, some site features may not function properly.

6. Third-Party Services

Our website may use third-party services such as:

- Website hosting providers
- Analytics providers (e.g., Google Analytics)
- Secure patient portal platforms
- Electronic health record systems

These vendors may process information on our behalf under appropriate privacy and security obligations.

7. Data Security

We implement reasonable administrative, physical, and technical safeguards to protect your personal and health information.

However, no method of internet transmission is 100% secure. While we strive to protect your information, we cannot guarantee absolute security.

8. Your Rights

Depending on applicable laws, you may have the right to:

- Request access to your personal information
- Request corrections
- Withdraw communication consent
- Request restrictions on certain uses
- File a complaint regarding privacy practices

For HIPAA-related rights, please refer to our Notice of Privacy Practices.

9. Children's Privacy

Our services are not directed to children under 18 without parental involvement. We do not knowingly collect information from children without appropriate consent.

10. Changes to This Policy

We may update this Privacy Policy from time to time. Updates will be posted on this page with a revised "Last Updated" date.

11. Contact Information

If you have questions about this Privacy Policy or our privacy practices, please contact:

New Braunfels Podiatry Associates 1524 N Walnut Ave, New Braunfels, TX 78130 Phone: (830) 625-1642 Fax: (830) 625-1672

Website: <https://NBPodiatry.com>