

Privacy Policy

Transform360 Medical Weight Loss

Your Privacy is Our Priority

Transform360 Medical Weight Loss (“**Transform360**,” “**we**,” “**us**,” or “**our**”) is committed to protecting your privacy and ensuring the security of your personal and medical information. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website, use our services, or interact with us.

We are committed to maintaining the highest standards of privacy and confidentiality for all our patients and website visitors. Your trust is important to us, and we take our responsibility to protect your information seriously.

1. Information We Collect

Personal Information

We may collect the following personal information:

- Name, address, phone number, and email address
- Date of birth and gender
- Insurance information and payment details
- Emergency contact information
- Government-issued identification (when required for medical services)

Medical Information

As a medical weight loss practice, we collect:

- Medical history and current health conditions
- Medications and allergies
- Treatment records and progress notes
- Body measurements and composition data
- Laboratory test results
- Before and after photographs (with your consent)

Website Information

When you visit our website, we automatically collect:

- IP address and browser type

- Pages visited and time spent on our site
- Referring website addresses
- Device and operating system information
- Cookies and similar tracking technologies

2. How We Use Your Information

We use your information for the following purposes:

- Providing medical treatment and weight loss services
- Processing appointments and sending reminders
- Billing and insurance claims processing
- Communicating about your treatment and care
- Improving our services and treatment protocols
- Complying with legal and regulatory requirements
- Protecting the health and safety of our patients and staff
- Marketing our services (with your consent)
- Responding to your inquiries and support requests
- Analyzing website usage to improve user experience

3. Data Protection and Sharing

We take your privacy seriously and limit sharing of your information. We may share your information in the following circumstances:

With Your Consent

We will share your information when you have given us explicit permission to do so.

For Treatment Purposes

We may share relevant medical information with other healthcare providers involved in your care, such as laboratories or specialists.

Legal Requirements

We may disclose information when required by law, court order, or government regulations.

Business Operations

We work with trusted service providers who help us operate our practice, including appointment scheduling systems, billing services, and IT support. These providers are contractually obligated to protect your information.

We Never: Sell your personal or medical information to third parties or share your information for marketing purposes without your explicit consent.

4. Data Security

We implement comprehensive security measures to protect your information against unauthorized access, alteration, disclosure, or destruction. These measures include:

- Encryption of sensitive data in transit and at rest
- Secure, limited access to physical and electronic records
- Regular security assessments and updates
- Employee training on privacy and security procedures
- Secure disposal of records when no longer needed
- Firewall protection and anti-virus software
- Regular data backups and disaster recovery procedures

While we strive to protect your information, no data transmission or storage system is 100% secure. We encourage you to take precautions to protect your personal information when online.

5. Your Rights and Choices

You have several rights regarding your personal information:

Access Your Information

Request copies of your personal and medical records we maintain.

Correct Your Information

Request corrections to any inaccurate or incomplete information.

Delete Your Information

Request deletion of your personal information (subject to legal retention requirements).

Opt-Out of Marketing

Unsubscribe from marketing emails and communications at any time.

Data Portability

Request your information in a commonly used electronic format.

Cookie Preferences

Manage your cookie settings through your browser preferences.

6. Data Retention

We retain your personal and medical information in accordance with applicable laws and professional standards. Medical records are typically retained for a minimum of seven years from the date of last treatment, or longer if required by law. Marketing and website analytics data may be retained for up to two years. We securely dispose of records when they are no longer needed using appropriate methods such as shredding or secure digital deletion.

7. Third-Party Services and Links

We work with carefully selected third-party service providers to help us operate our practice effectively:

- Electronic health record systems
- Billing and payment processing companies
- Laboratory and diagnostic services
- Appointment scheduling platforms
- Email and communication services
- Website hosting and analytics providers

All third-party service providers are required to maintain appropriate safeguards for your information and are prohibited from using your information for purposes other than providing services to us.

Our website may contain links to other websites. We are not responsible for the privacy practices of these external sites and encourage you to review their privacy policies.

8. Children's Privacy

Our services are not intended for individuals under 18 years of age without parental consent. We do not knowingly collect personal information from children under 13. If you believe we have inadvertently collected information from a child under 13, please contact us immediately so we can delete such information.

9. Updates to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, technologies, legal requirements, or other factors. We encourage you to review this policy periodically to stay informed about how we protect your information.

10. Contact Information

If you have questions about this Privacy Policy, your privacy rights, or would like to exercise any of your rights, please contact us:

Transform360 Medical Weight Loss

Address: 1117 Route 46, Suite 203, Clifton, NJ 07013

Phone: (201) 554-3755

Email: vineeta@transformative360.com

Website: <https://transformative360.com>

By using our services or website, you acknowledge that you have read and understand this Privacy Policy and consent to the collection, use, and disclosure of your information as described herein.