

Tri-County Clinic of Chiropractic

Privacy Policy

Effective Date: May 27, 2026

Tri-County Clinic of Chiropractic (“Tri-County Clinic,” “we,” “our,” or “us”) respects your privacy and is committed to protecting your personal information. This Privacy Policy explains how we collect, use, share, and protect information when you visit our website at <https://tricountychiroclinic.com> or interact with our services.

This Privacy Policy applies to information collected through our **website**. Information collected during clinical care is governed separately by our **Notice of Privacy Practices** under HIPAA, available at our office upon request.

Information We Collect

We may collect the following categories of information:

- **Contact information** you provide, such as name, email address, phone number, and mailing address
- **Appointment request information** including reason for visit, preferred dates, and similar details
- **Communications** you send us through forms, email, or SMS
- **Technical information** automatically collected when you visit our site, including IP address, browser type, device type, pages visited, time on page, and referring website
- **Cookie and tracking data** as described in the “Cookies and Tracking Technologies” section below

We do **not** collect protected health information (PHI) about your treatment, diagnosis, or medical history through this website. Clinical information is collected separately at our office under HIPAA-compliant procedures.

How We Use Your Information

We use the information we collect to:

- Respond to your inquiries and appointment requests
- Schedule, confirm, and remind you about appointments
- Provide customer support and patient communications
- Improve our website and services
- Comply with legal obligations
- Deliver relevant advertising and marketing (see “Advertising and Marketing” below)
- Detect and prevent fraud or abuse

Advertising and Marketing

We may use your contact information (such as email address, phone number, and name) to deliver relevant advertising and marketing communications. This includes uploading hashed, encrypted versions of your contact information to advertising platforms such as **Google Ads (Customer Match)** and **Meta (Facebook/Instagram)** to:

- Show you relevant ads about our services
- Create similar audiences of potential new patients
- Suppress advertising to existing patients to avoid unnecessary ad spend

All data shared with advertising platforms is securely hashed using SHA-256 encryption before transmission. **We do not share your protected health information (PHI), treatment details, diagnoses, conditions, or appointment specifics for advertising purposes.** Only general contact information is used.

Your Consent

By providing your contact information through our website forms or by becoming a patient, you consent to this use of your data for advertising purposes as described above. You may withdraw this consent at any time.

Your Right to Opt Out

You may opt out of advertising-related data sharing at any time by:

- Emailing us at **office@tricountychiroclinic.com** with the subject line “Opt Out of Advertising”
- Opting out directly through Google’s ad settings at <https://adssettings.google.com>
- Adjusting your ad preferences on Meta at <https://www.facebook.com/adpreferences>

Opting out of advertising will not affect your ability to receive care at our clinic.

Cookies and Tracking Technologies

We use cookies and similar tracking technologies to operate our website, analyze how it is used, and deliver relevant advertising. The specific services we use include:

- **Google Analytics** — to understand how visitors use our site
- **Google Ads** (including the Google Ads conversion pixel and remarketing tag) — to measure ad performance and show relevant ads
- **Meta Pixel** (Facebook/Instagram) — to measure ad performance and show relevant ads
- **WordPress functional cookies** — to operate the website and remember user preferences

You can control cookies through your browser settings. Disabling cookies may affect site functionality. For more information about opting out of interest-based advertising, visit:

- <https://optout.aboutads.info>
- <https://www.networkadvertising.org/choices>

How We Share Your Information

We do not sell your personal information. We may share information in the following limited circumstances:

- **Service providers** who help us operate our website, send communications, and deliver advertising (such as Google, Meta, our website host, email provider, and SMS provider) — these providers are bound by confidentiality obligations
- **Legal requirements** when required by law, subpoena, court order, or to protect our rights
- **Business transfers** in the event of a merger, acquisition, or sale of business assets
- **With your consent** for any other purpose disclosed at the time of collection

We do **not** share protected health information (PHI) with advertising platforms or marketing service providers.

Your Privacy Rights

Depending on where you live, you may have the following rights regarding your personal information:

- **Right to know** what personal information we collect, use, and share
- **Right to access** a copy of the personal information we hold about you
- **Right to delete** your personal information, subject to legal retention requirements
- **Right to correct** inaccurate personal information
- **Right to opt out** of the sale or sharing of your personal information for targeted advertising
- **Right to non-discrimination** for exercising your privacy rights

To exercise any of these rights, contact us at **office@tricountychiroclinic.com** with the subject line “Privacy Request.” We will respond within 45 days.

Note for patients: Your medical records are governed separately under HIPAA. To request access to or amendment of your medical records, please contact our office directly.

Data Security

We use reasonable administrative, technical, and physical safeguards to protect your personal information against unauthorized access, alteration, disclosure, or destruction. However, no method of transmission or storage is completely secure. While we strive to protect your information, we cannot guarantee absolute security.

Data Retention

We retain personal information only as long as necessary to fulfill the purposes for which it was collected, or as required by law. Marketing contact information is retained until you opt out or request deletion. Patient medical records are retained according to Indiana law and HIPAA requirements.

Children's Privacy

Our website is not directed to children under the age of 13. We do not knowingly collect personal information from children under 13. If we become aware that we have inadvertently collected such information, we will delete it promptly. Parents or guardians who believe their child has provided information should contact us at **office@tricountychiroclinic.com**.

For patients under 18 receiving care at our clinic, information is collected directly from a parent or legal guardian under HIPAA-compliant procedures.

HIPAA and Protected Health Information

Tri-County Clinic of Chiropractic is a HIPAA-covered entity. Protected Health Information (PHI) collected during the course of care is governed by our **Notice of Privacy Practices**, which is provided to patients at the time of their first visit and is available upon request at our office.

This website privacy policy applies only to information collected through our website and does not modify or replace our HIPAA Notice of Privacy Practices.

Third-Party Websites

Our website may contain links to third-party websites. We are not responsible for the privacy practices or content of those sites. We encourage you to review the privacy policy of any third-party site you visit.

Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Updates will be posted on this page with a revised "Effective Date." Material changes will be communicated through our website or by email where appropriate. Your continued use of our website after changes are posted constitutes acceptance of the updated policy.

Contact Us

If you have questions about this Privacy Policy or wish to exercise your privacy rights, please contact us:

Tri-County Clinic of Chiropractic

3620 N Everbrook Ln, STE C
Muncie, IN 47404

Phone: **(765) 896-5155**

Email: **office@tricountychiroclinic.com**

Subject line for privacy requests: "Privacy Request"