

# Brannon Family Chiropractic

355 E. Brannon Road, Nicholasville, KY 40356

859-971-0370 | brannonfamilychiro.com

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## PRIVACY POLICY

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*Effective Date: April 27, 2026*

Brannon Family Chiropractic ("we," "us," or "our") is committed to protecting the privacy of visitors to our website (brannonfamilychiro.com) and patients of our practice. This Privacy Policy explains how we collect, use, and protect your information.

### 1. Information We Collect

We may collect the following types of information:

- Contact information you voluntarily provide (name, email, phone number) when submitting a form or contacting us
- Appointment request information submitted through our website
- Automatically collected data such as IP address, browser type, and pages visited (via cookies or analytics tools)
- Any information you choose to share with us via email or phone

### 2. How We Use Your Information

We use the information we collect to:

- Respond to inquiries and appointment requests
- Schedule and manage patient appointments
- Communicate with you about your care
- Improve our website and services
- Comply with applicable laws and regulations

### 3. Cookies and Tracking

Our website may use cookies and similar tracking technologies to improve user experience and analyze traffic. You may disable cookies in your browser settings, though some features may not function properly as a result.

#### **4. Third-Party Services**

We may use third-party tools such as analytics software, scheduling software, or payment processors that collect and process information on our behalf. These third parties have their own privacy policies. We do not sell your personal information to any third party.

#### **5. Data Security**

We implement reasonable administrative, technical, and physical safeguards to protect your information from unauthorized access, disclosure, or loss. However, no method of transmission over the internet is 100% secure.

#### **6. 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.

#### **7. Your Rights**

You may contact us at any time to request access to, correction of, or deletion of your information, or to opt out of marketing communications.

#### **8. Changes to This Policy**

We may update this Privacy Policy periodically. The effective date at the top of this page will reflect the most recent revision. Continued use of our website constitutes your acceptance of the updated policy.

#### **9. Contact Us**

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## TERMS OF USE

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By accessing and using this website (brannonfamilychiro.com), you agree to the following Terms of Use. If you do not agree, please do not use this website.

### **1. Acceptance of Terms**

These Terms of Use govern your access to and use of this website. We reserve the right to modify these terms at any time. Your continued use of the website following any changes constitutes your acceptance of the revised terms.

### **2. Not Medical Advice**

The content on this website is provided for general informational purposes only. Nothing on this website constitutes professional medical advice, diagnosis, or treatment. Always seek the advice of a qualified healthcare provider with any questions you may have regarding a medical condition.

### **3. No Doctor-Patient Relationship**

Use of this website or submission of a contact or appointment request form does not create a doctor-patient relationship. A doctor-patient relationship is only established upon an in-office evaluation and mutual agreement to begin care.

### **4. Intellectual Property**

All content on this website, including text, images, graphics, and logos, is the property of Brannon Family Chiropractic and is protected by applicable copyright and intellectual property laws. You may not reproduce or distribute content without our express written permission.

### **5. Third-Party Links**

This website may contain links to third-party websites. These links are provided for your convenience only. We have no control over those websites and accept no responsibility for them.

### **6. Limitation of Liability**

To the fullest extent permitted by law, Brannon Family Chiropractic shall not be liable for any direct, indirect, incidental, consequential, or punitive damages arising from your use of or inability to use this website or its content.

## **7. Governing Law**

These Terms of Use shall be governed by and construed in accordance with the laws of the Commonwealth of Kentucky, without regard to its conflict of law provisions.

## **8. Contact**

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## MEDICAL DISCLAIMER

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The information provided on this website (brannonfamilychiro.com) is intended for general informational and educational purposes only. It is not intended as, and should not be used as, a substitute for professional medical advice, diagnosis, or treatment.

Chiropractic care, like all healthcare, involves individual assessment and treatment. Results vary from patient to patient. No representation is made that the information on this website will produce the same results for every individual.

**IF YOU ARE EXPERIENCING A MEDICAL EMERGENCY, CALL 911 IMMEDIATELY.**

Do not use this website to self-diagnose or self-treat any condition. Always consult a licensed and qualified healthcare professional before beginning any new treatment or making changes to an existing treatment plan.

Brannon Family Chiropractic does not endorse any specific tests, products, procedures, or opinions referenced on this website. Reliance on any information provided here is solely at your own risk.

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## NOTICE OF PRIVACY PRACTICES (HIPAA)

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**THIS NOTICE DESCRIBES HOW MEDICAL INFORMATION ABOUT YOU MAY BE USED AND DISCLOSED AND HOW YOU CAN GET ACCESS TO THIS INFORMATION. PLEASE REVIEW IT CAREFULLY.**

Brannon Family Chiropractic is required by law to maintain the privacy of your Protected Health Information (PHI) and to provide you with this Notice of our legal duties and privacy practices.

### **Our Responsibilities**

We are required to:

- Maintain the privacy of your protected health information
- Provide you with this notice of our privacy practices
- Follow the terms of this notice
- Notify you in the event of a breach of your unsecured protected health information

### **How We May Use and Disclose Your PHI**

**Treatment:** We may use and disclose your PHI to provide chiropractic treatment and coordinate care with other healthcare providers involved in your treatment.

**Payment:** We may use and disclose your PHI to obtain payment for services, including billing insurance companies, Medicare, or other payers.

**Healthcare Operations:** We may use and disclose your PHI for internal operations, including quality improvement, staff training, audits, and business planning.

**As Required by Law:** We may disclose your PHI when required by federal, state, or local law.

### **Uses Requiring Your Authorization**

We will obtain your written authorization before using or disclosing your PHI for any purpose not described in this Notice. You may revoke an authorization at any time in writing.

## **Your Rights Regarding Your PHI**

**Right to Access:** You have the right to inspect and obtain a copy of your health records. We may charge a reasonable fee for copies.

**Right to Amend:** You have the right to request amendment of health information you believe is incorrect or incomplete.

**Right to an Accounting:** You have the right to request a list of disclosures we have made of your PHI, except for treatment, payment, and operations.

**Right to Request Restrictions:** You have the right to request restrictions on how we use or disclose your PHI.

**Right to Confidential Communications:** You have the right to request we communicate with you in a specific way or at a specific location.

**Right to a Paper Copy:** You have the right to receive a paper copy of this Notice at any time.

## **Complaints**

If you believe your privacy rights have been violated, you may file a complaint with us or with the U.S. Department of Health and Human Services, Office for Civil Rights at [hhs.gov/ocr](https://www.hhs.gov/ocr) or 1-877-696-6775. You will not be penalized for filing a complaint.

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