
VALOR MESSAGE LLC

HIPAA NOTICE OF PRIVACY PRACTICES (NPP)

Effective Date: April 1, 2026 | Covered Entity: Valor Massage LLC | Fayetteville, NC

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.

1. OUR LEGAL DUTY & COMMITMENT TO HIPAA

Valor Massage LLC is required by law to maintain the privacy and security of your Protected Health Information (PHI) in compliance with the Health Insurance Portability and Accountability Act of 1996 (HIPAA), the Health Information Technology for Economic and Clinical Health (HITECH) Act, and applicable North Carolina state laws.

We are required to provide you with this Notice of Privacy Practices detailing our legal duties, our privacy practices, and your rights regarding your PHI. We are obligated to abide by the terms of this Notice currently in effect.

2. HOW WE MAY USE AND DISCLOSE YOUR HEALTH INFORMATION

- **For Treatment:** We may share your health information with licensed massage therapists, physical therapists, chiropractors, physicians, or VA healthcare coordinators involved in your care to provide customized bodywork and clinical rehabilitation.
- **For Payment:** We use and disclose PHI to bill and collect payment from you, health savings accounts (HSA/FSA), the VA Community Care Network (VACCN), or third-party payers for services rendered.
- **For Healthcare Operations:** We may use PHI to evaluate clinical quality, assess practitioner performance, conduct training, run internal audits, and maintain compliance.
- **Appointment Reminders:** We may contact you via phone, SMS, secure portal, or email regarding upcoming appointments or care instructions.
- **Required by Law:** We disclose PHI when mandated by federal or state statutes, court orders, public health reporting, or workers' compensation laws.

3. BUSINESS ASSOCIATE AGREEMENTS (BAAs) & ENCRYPTION

- **Mandatory Business Associate Agreements:** Every technology vendor or cloud platform handling PHI on our behalf executes a legally binding HIPAA Business Associate Agreement (BAA) guaranteeing equivalent administrative, technical, and physical safeguards.
- **Named Business Associate:** Valor Massage LLC has executed a formal HIPAA-compliant BAA with Personameant Solutions LLC, our technology and infrastructure partner. Personameant Solutions LLC is bound to all HIPAA Security and Privacy Rule requirements.
- **Technical Safeguards:** All electronic PHI (ePHI) is encrypted in transit (TLS 1.2+) and at rest (AES-256 bit). Access is governed by role-based permissions and multi-factor authentication.

4. YOUR INDIVIDUAL RIGHTS UNDER HIPAA

- **Right to Inspect & Copy:** You have the right to inspect and obtain an electronic or paper copy of your medical and billing records within 30 days of written request.
- **Right to Amend Records:** You may submit a written request to amend any incomplete or incorrect information in your records.
- **Accounting of Disclosures:** You can request an accounting of disclosures of your PHI made for non-routine purposes for up to 6 years prior.
- **Right to Request Restrictions:** You may request restrictions on how your PHI is shared. If paying out-of-pocket in full, you may restrict disclosure to your insurer.
- **Confidential Communications:** You may specify preferred communication methods (e.g., cell phone only, alternate address).
- **Paper Copy:** You are entitled to receive a physical paper copy of this Notice at any time upon request at our offices.

5. BREACH NOTIFICATION OBLIGATIONS

In the event of an unauthorized acquisition or disclosure of unencrypted PHI compromising its privacy or security, Valor Massage LLC is required by law to notify affected individuals without unreasonable delay, and no later than 60 days following discovery.

6. RIGHT TO FILE A COMPLAINT

If you believe your privacy rights have been violated, you have the right to file a complaint directly with Valor Massage LLC or with the Secretary of the U.S. Department of Health and Human Services (HHS). We will not retaliate against you in any way for filing a complaint.

HHS Office for Civil Rights: 200 Independence Avenue, S.W., Washington, D.C. 20201 | Phone: 1-870-368-1019 | Web: www.hhs.gov/ocr/privacy/hipaa/complaints/

7. PRIVACY OFFICER CONTACT INFORMATION

Valor Massage LLC | Privacy Officer

Address: 4140 Ferncreek Drive, Suite 702 & 200, Fayetteville, NC 28314

Phone: (910) 514-6251 | Email: contact@valormassage.com