



Privacy Policy for ADM Doctor of Physical Therapy, LLC Updated on August 27, 2025

Introduction

A.D.M. Doctor of Physical Therapy, LLC (“we”, “us”, or “our”), operates the following website: www.ConciergePTatHome.com (the “Service”). We are committed to protecting your privacy and personal information. This policy is designed to explain how we collect, use, store, and disclose information when you use our services and your choices with respect to data collection and utilization.

What Information We Collect

While using our service, we ask you to provide personally identifiable information (PII) that will be used to contact and identify you (“Personal Data”). PII may include but is not limited to:

- First and last name
- Contact details (phone number, email address, and mailing address)
- Date of birth
- Government identifiers (e.g. driver’s license, and other)
- Emergency contact information
- Medical Information and health records (e.g. medical history, therapy notes, records, diagnoses and treatment plans)
- Payment and billing information (e.g. payment method details, credit card, or insurance information)
- Information you provide via appointment forms, assessments, or communications

We collect information on how the services is accessed and used (“Usage Data”):

- Identifiers from website visits or digital forms [e.g. Internet Protocol (IP) addresses, browser/device information, version, pages of our service that you visit, the time and date of your visit, the time spent on those pages, unique identifiers, and other diagnostic data]
- Tracking Cookies Data: We use cookies and similar tracking technologies (e.g. Beacons, tags, and scripts) to monitor and track activity on our Service and store certain information. Cookies are small data files with anonymous identifiers, sent to your browser and stored on your device. You can set your browser to refuse cookies or alert you when they're being sent. However, some parts of the service may not function properly without them.

How We Collect Your Information

Your information is collected in several ways:

- Directly, when you fill out forms, book appointments, e-mail us, or speak with us
- Automatically, via our website cookies or analytics tools

- Through third-party platforms that help us manage appointments or process payments
- Clients may withdraw, opt out, unsubscribe at any time by accessing the unsubscribe link or contacting us

How We Use Your Information

A.D.M. Doctor of Physical Therapy, LLC uses the collected data for various purposes:

- To provide physical therapy or other professional services
- To schedule and manage appointments
- To process payments
- To communicate with you about services, updates, or health matters, internal record keeping, and legal compliance
- To improve our services and website experience by allowing you to participate in interactive features of our service when you choose to do so
- To provide client support and monitor usage of our service
- To detect, prevent and address technical issues
- To gather analysis or valuable information so that we may improve our service
- To provide you with news, special offers, and general information about other goods, services, and events which we offer unless you have opted not to receive this information
- ADM Does not sell any personal information or Personal Data in exchange for monetary compensation or any other compensation.

Sharing Your Information

A.D.M. Doctor of Physical Therapy, LLC uses a select number of trusted external service providers for certain technical data analysis, processing, and or storage offerings. These service providers are carefully selected and meet high data protection and security standards. We only share information with them and that is required for their services.

If A.D.M. Doctor of Physical Therapy, LLC Is involved in a merger, acquisition, or asset sale, your Personal Data may be transferred. We will provide notice before your Personal Data is transferred and becomes subject to a different privacy policy.

Under Certain circumstances, A.D.M. Doctor of Physical Therapy, LLC may be required to disclose your personal data if required to do so by law or in response to a valid request by public authorities, (e.g. a court or government agency). We may disclose your Personal Data in the good faith belief that such action is necessary to:

- To comply with a legal obligation
- To protect and defend the rights or property of A.D.M. Doctor of Physical Therapy, LLC
- To prevent or investigate possible wrongdoing in connection with the Service
- To The personal safety of users of the Service or the public
- to protect against legal liability

How We Protect Your Identity

We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with the privacy policy. We are committed to Protecting your personal information against unauthorized use or disclosure.

- Secure and safeguard data storage and access controls
- Limited staff access on a need-to-know basis

- SSL encryption for online communications and payments

Data Retention

We retain your Personal Data only as long as is necessary to provide services and comply with legal obligations, enforce our legal agreements, resolve disputes. We will also retain Usage Data for internal analysis purposes. Usage data is typically retained briefly, unless needed for security, service improvements, or to comply with legal requirements. When records are no longer required, we securely dispose of them.

Teletherapy, Telehealth, Virtual, Appointments; Appointments by Telephone

- Teletherapy appointments are not routinely recorded. If an appointment needs to be recorded for supervision, training or, or other legitimate reasons, your explicit written consent will be obtained in advance. You may decline recording at any time without affecting the access to your services.
- If session is recorded (with your express written consent), the Recording will be stored in the secure, encrypted digital format. Only authorized personnel will have access to recordings. The files will be retained only as long as necessary for stated purpose and then permanently deleted.
- clinical notes from teletherapy sessions are stored in a secure system that is HIPAA compliant. These notes contain only the information needed for your care and do not include appointment recordings.
- All electronic files, including potential recordings and appointment notes, are protected by strong passwords, encryption, and access restrictions. We follow the best practices to secure client information and comply with relevant privacy regulations, such as HIPAA.
- You, the client, have the right to know about, access, and request deletion of any recording in accordance with legal and ethical guidelines. No recording will be shared or used for purposes outside of those for which you have given consent.

Your Rights Over Your Data

You have rights to:

- Right to access, rectify, erase, restrict, withdraw consent, and/or update the Personal Data and processing, where permitted by law
- Right to access and receive a copy of your Personal Data
- Right to object or request data portability
- Right to receive an accounting of disclosures

To exercise these rights mentioned in this Privacy Policy, please contact us at Anthony@ConciergePTatHome.com. You further agree that A.D.M. Doctor of Physical Therapy shall not be held liable with respect to any loss and/or damage to your Personal Data if you choose to withdraw consent. In addition, you have the right to file a complaint with the US Department of Health and Human Services OCRComplaint@hhs.gov.

Service Providers

We employ third party companies and individuals to facilitate our Service (“Service Providers”), To provide the Service on our behalf, to perform Service-related services or to assist us in analyzing how our Service is used. These third parties have access to your Personal Data only to perform these tasks on our behalf and are obligated to not disclose or use it for any other purpose.

Analytics

We use third-party Service Providers to monitor and analyze the use of our Service.

Google Analytics

Google Analytics Web analysis service provided by Google LLC ("Google"). Google utilizes the Data collected to track and examine the use of this Service, to prepare reports on its activities to share with other Google services.

Facebook Ads Conversion Tracking

Facebook Ads conversion tracking is an analytics service provided by Facebook, Inc. that connects Data from the Facebook advertising network with actions performed on this Service.

Behavioral Remarketing

A.D.M. Doctor of Physical Therapy, LLC uses remarketing services to advertise on third party websites to you after you visited our Service. We and our third-party vendors These cookies to inform, optimize, and serve ads based on your past visits to our Service.

Facebook Custom Audience (Meta Platforms Inc.)

Facebook Custom Audience is a remarketing and behavioral targeting service provided by Facebook, Inc. that connects the activity of the Service with the Facebook advertising network.

Hosting and Backend Infrastructure with SiteGround

SiteGround is our hosting Service Provider.

Payments

We may provide paid products and/or services within the Service. In that case, we use third-party services for payment processing. We will not store or collect your payment card details. That information is provided directly to our third-party payment processors who use your personal information governed by their Privacy Policy. The third-party payment processors adhere to the standards set by the Payment Card Industry Data Security Standard (PCI-DSS) as managed by the PCI Security Standards Council, which is a joint effort of brands like American Express, Visa, Mastercard, and Discover. PCI-DSS requirements help ensure the secure handling of payment information.

The payment processors we work with are:

- Square Payment Platform ("Square")
- Vagaro, Inc.

Other third-parties and components

Google reCAPTCHA (Google LLC)

Google reCAPTCHA is a form of anti-spam protection services provided by Google LLC

Social Widgets

- Facebook: The Facebook "Like" "Comment" and "Share" button and social widgets are services allowing interaction with Facebook social network provided by Meta Platforms Inc

- Instagram: The Instagram “Like” “Comment” and “Share” button and social widgets are services allowing interaction with Instagram social network provided by Meta Platforms Inc
- X (formerly Twitter): The X “Like” “Comment” and “Share” button and social widgets are services allowing interaction with Instagram social network provided by X Corp
- LinkedIn: The LinkedIn “Like” “Comment” and “Share” button and social widgets are services allowing interaction with Instagram social network provided by Microsoft
- TikTok: The TikTok “Like” “Comment” and “Share” button and social widgets are services allowing interaction with Instagram social network provided by ByteDance
- YouTube: The YouTube “Like” “Comment” and “Subscribe” button and social widgets are services allowing interaction with YouTube social network provided by Google LLC

Links to Other Sites

Our services may contain links to other sites that are not operated by us. If you click on a third-party link, you will be directed to a third party’s site. We strongly advise you to review the Policy Party of every site you visit. We have no control and assume no responsibility for the content, privacy policies or practices of any third-party sites or services.

Children’s Privacy

We do not knowingly collect personal data from children under the age of 18, except in compliance with applicable laws where services are provided to minors under parental/guardian consent.

Policy Updates

We may update this privacy policy from time-to-time period changes will be posted to our website and will become effective immediately upon posting.

Contact Us

If you have questions or concerns about this Privacy Policy or your personal information, contact us with electronic correspondence: Anthony@ConciergePTatHome.com

Or by written correspondence:

A.D.M. Doctor of Physical Therapy, LLC

P.O. Box 884

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