

Crossroads Pediatrics Privacy Policy

Effective Date: October 23, 2025

At Crossroads Pediatrics, we value your privacy and are committed to protecting your personal information.

This Privacy Policy explains how we collect, use, and safeguard your information across our website, practice management systems, and text messaging communications.

1. Information We Collect

We may collect the following types of information:

- Personal Information: Patient name, date of birth, address, phone number, email address, insurance information, and medical history.
- Communication Information: Text messages, appointment requests, confirmations, and other communications sent to or from our staff.
- Technical Information: When you visit our website, we may automatically collect information such as your IP address, browser type, and pages visited.

2. How We Use Your Information

Your information is used to:

- Schedule, confirm, or modify appointments
- Communicate with you about your child's care
- Respond to inquiries or requests for services
- Send necessary updates, reminders, or office announcements
- Comply with legal and regulatory healthcare requirements

3. Text Message (SMS) Policy

By providing your mobile number, you consent to receive text messages from Crossroads Pediatrics for appointment scheduling, confirmations, and follow-ups.

Message Frequency: Message frequency varies based on appointment activity.

Message & Data Rates: Message and data rates may apply depending on your carrier plan.

Help & Opt-Out: Text HELP for assistance or STOP to opt out at any time.

Privacy Protection: Your mobile phone number and SMS opt-in data will never be shared, sold, or disclosed to third parties. All messages are used solely for communication related to Crossroads Pediatrics services.

4. Information Sharing

We do not sell, trade, or share your personal or mobile information with outside parties, except as required by law or when necessary to provide care (for example, with insurance providers, laboratories, or healthcare partners directly involved in your child's treatment).

5. Data Sharing

- Customer data is not shared with third parties for promotional or marketing purposes.
- Mobile opt-in and consent information are never shared with anyone for any purpose.
- Any information sharing that may be mentioned elsewhere in this policy excludes mobile opt-in data, which remains confidential and protected.

6. Data Security

We follow HIPAA and industry standards to secure your data through encryption, secure servers, and

access controls. Only authorized staff have access to patient information.

7. Messaging Terms and Conditions

By providing your phone number and agreeing to receive texts, you consent to receive text messages from Crossroads Pediatrics PLLC at 480-722-1180 regarding appointment scheduling and account notifications.

Consent is not a condition of purchase. Message frequency varies. Message and data rates may apply.

You can reply STOP to unsubscribe at any time or HELP for assistance.

You can also contact us directly at 480-722-1180 or lisa@crossroadspediatrics.com for any questions.

Mobile opt-in information is never shared with third parties.

8. Your Rights

You have the right to:

- Request access to your medical or communication records
- Correct inaccuracies in your information
- Withdraw consent for text message communications
- Request deletion of non-medical data (when permissible under law)

9. Privacy Policy Updates

We may update this policy from time to time. Any changes will be posted on our website with a revised effective date.

10. Contact Us

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

Crossroads Pediatrics
655 S Dobson Rd
Chandler, AZ 85524
Phone and Text: 480-722-1180
Email: lisa@crossroadspediatrics.com

11. Required Disclosure

No mobile information will be shared with third parties or affiliates for marketing or promotional purposes.

All collected data is used exclusively for healthcare-related communications between the patient and Crossroads Pediatrics.