

G.U. RECON CLINIC

Privacy Policy

Welcome

Welcome to the G.U. Recon Clinic website (**gurecon.com**), mobile applications, and related digital services (collectively, the “Site”), an information and communications service provided by **G.U. Recon Clinic** (“G.U. Recon,” “We,” “Us,” or “the Clinic”).

We take your privacy seriously. This policy explains how we collect, use, share, and protect your information. By using the Site, you agree to the terms of this Privacy Policy and our Terms of Use. For information regarding your Protected Health Information (PHI), please refer to the **Notice of Privacy Practices** at the end of this document.

What Information We Collect

1. Information You Provide to Us

We receive and store information you enter on gurecon.com or provide to us via digital forms. This includes:

- **Personal Data:** Name, postal address, billing address, email, phone numbers, date of birth, insurance policy numbers, and IP address.
- **Sensitive Information:** Gender identity, medical conditions, and health information provided through appointment request forms or patient intake tools.
- **Financial Data:** Credit/debit card information (for payment purposes only) processed through secure gateways.
- **Correspondence:** Records of your emails or messages sent to us via the Site.

2. Information Collected Automatically

As you navigate gurecon.com, we may use automatic data collection technologies to track:

- **Usage Details:** Traffic data, location data, logs, and the resources you access.

- **Device Information:** Operating system, browser type, and IP address.
 - **Cookies & Tracking:** We use cookies to improve your experience. You can manage your cookie preferences through your browser settings, though some features of the Site may become unavailable.
 - **Pixels & Web Beacons:** Small files used to count users who have visited certain pages or opened our emails.
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How We Use Your Information

We use the information we collect to:

- Optimize the performance and user experience of **gurecon.com**.
- Process appointment requests and facilitate healthcare services.
- Communicate with you regarding your care, billing, or administrative inquiries.
- Improve our clinical offerings and conduct internal research.
- Fulfill legal and regulatory obligations.

Note on PHI: If you are a patient of G.U. Recon Clinic, any Protected Health Information (PHI) provided is governed by our **Notice of Privacy Practices** (found below) and federal HIPAA regulations.

Disclosure of Your Information

We do not sell your personal data. We may disclose information to:

- **Service Providers:** Contractors and IT support who assist in operating our website and business.
- **Healthcare Operations:** Other providers involved in your treatment or insurance carriers for payment purposes.
- **Legal Requirements:** To comply with court orders, laws, or regulatory requests.
- **Safety:** If we believe disclosure is necessary to protect the rights, property, or safety of G.U. Recon Clinic, our patients, or others.

Security

G.U. Recon Clinic uses reasonable physical, technical, and administrative measures (such as **SSL encryption**) to protect your data. However, no transmission over the internet is 100% secure. You transmit information to us at your own risk.

Protecting Children's Privacy

Our Site is not intended for users under 18 years of age. We do not knowingly collect personal data from children. If we learn we have collected information from a minor without parental consent, we will delete it immediately.

Contact Information

For questions regarding this Privacy Policy, please contact:

G.U. Recon Clinic

Attn: Privacy Officer

45 Castro St. Ste 111 San Francisco, CA 94114

Phone: 415-481-3890

Email: admin@gurecon.com