

PATIENTSTUDIO

PRIVACY POLICY

Effective Date: Jan 1, 2026

PatientStudio, Inc. ("**PatientStudio**," "**Company**," "**we**," "**us**," or "**our**") operates the PatientStudio website (www.patientstudio.com) and the PatientStudio platform, an all-in-one SaaS Electronic Medical Records (EMR) and Practice Management system designed for private practice rehabilitation therapy providers, including Physical Therapy (PT), Occupational Therapy (OT), and Speech-Language Pathology (SLP) practices.

This Privacy Policy describes how we collect, use, disclose, and protect information when you visit our website, use our platform, or otherwise interact with us. By using our Site or services, you consent to the practices described in this Privacy Policy.

Important Note Regarding HIPAA: PatientStudio handles Protected Health Information (PHI) in accordance with the requirements of the Health Insurance Portability and Accountability Act of 1996 (HIPAA), as amended. The handling of PHI is governed by a separate Business Associate Agreement (BAA) executed between PatientStudio and each Customer. This Privacy Policy supplements, but does not replace, the obligations set forth in any applicable BAA.

1. Information We Collect

We collect different types of information depending on how you interact with us. Our users fall into three primary categories: Customers (therapy practices/businesses), Patients (individuals receiving care), and Web Visitors (leads, prospects, and general visitors to our website).

1.1 Customer Information

When a rehabilitation therapy practice subscribes to PatientStudio, we collect the following information:

Category	Examples
Business Information	Practice name, Employer Identification Number (EIN), National Provider Identifier (NPI), business address, and related details
User Information	Individual NPI numbers, email addresses, phone numbers, and professional credentials of authorized users
Financial Information	Insurance claims data, patient statements, credit card and merchant processing information
Billing/Account Information	Subscription and service billing details for the Customer's PatientStudio account
Usage Data	Log data, device information, and platform usage analytics collected to improve the product and troubleshoot issues

1.2 Patient Information

Patient information is collected and managed within the Platform by Customers (therapy practices). PatientStudio processes this information on behalf of Customers as a service provider. Patient information may include:

Category	Examples
Contact Information	Name, email address, phone number, and mailing address, used by the Customer/practice for reminders, alerts, invoices/statements, and general communication
Clinical Information	Diagnosis and treatment information documented by therapists, including evaluation notes, progress notes, and discharge summaries
Billing Information	Insurance claims, payment records, and merchant processing data related to patient services

Note: Patient clinical information constitutes Protected Health Information (PHI) under HIPAA. The collection, use, and disclosure of PHI is governed by the BAA between PatientStudio and the applicable Customer, and by the Customer's own Notice of Privacy Practices.

1.3 Web Visitor Information

When you visit our website as a prospective customer or general visitor, we may collect:

Category	Examples & Use
Contact Information	Email addresses provided through forms, used for marketing communications, product updates, and newsletters
Phone Number	Used for appointment reminders regarding meetings, demos, or product updates (A2P 10DLC compliant)
Cookies & Tracking	Website tracking technologies including Facebook Pixel and Google Analytics for marketing analytics and optimization

1.4 Automatically Collected Information

When you access our Site, we may automatically collect certain information, including your IP address, browser type and version, operating system, referring URLs, pages viewed, time and date of access, and other standard server log information. This information is collected through cookies, web beacons, and similar tracking technologies.

2. How We Use Your Information

We use the information we collect for the following purposes: (a) to provide, maintain, and improve our Site and Platform services; (b) to process transactions and manage Customer subscriptions; (c) to communicate with you, including responding to inquiries, sending service-related notices, and providing customer support; (d) to send marketing and promotional communications to web visitors and leads (you may opt out at any time); (e) to monitor and analyze usage trends to improve user experience and platform performance; (f) to detect, prevent, and address technical issues, fraud, and security concerns; (g) to comply with legal obligations and enforce our agreements; and (h) to develop and improve our AI-powered features, including voice automation, clinical documentation assistance, and billing automation.

3. How We Share Your Information

We do not sell your personal information. We may share information in the following circumstances:

3.1 Third-Party Service Providers

We may share information with third-party vendors who perform services on our behalf, including:

Integrated Merchant Processing Partners: Payment processors that facilitate credit card transactions and patient payment collections on behalf of Customers.

Integrated Clearinghouse Partners: Organizations that facilitate the submission and processing of insurance claims between Customers and insurance payers.

Authorized Billing Services Providers: Partner revenue cycle management (RCM) and billing companies that may perform outsourced billing processes on behalf of Customers.

These third-party providers are contractually obligated to use information only for the purposes of providing services to us and our Customers, and to maintain the confidentiality and security of such information.

3.2 Legal and Compliance Disclosures

We may disclose information if required to do so by law or in the good-faith belief that such action is necessary to: (a) comply with a legal obligation, subpoena, or court order; (b) protect and defend the rights or property of the Company; (c) prevent or investigate possible wrongdoing in connection with the services; or (d) protect the personal safety of users or the public.

3.3 Business Transfers

In the event of a merger, acquisition, reorganization, bankruptcy, or similar transaction, your information may be transferred as part of the business assets. We will notify affected users of any such transfer and any choices you may have regarding your information.

4. Cookies and Tracking Technologies

Our Site uses cookies and similar tracking technologies to enhance your browsing experience and collect usage data.

Essential Cookies: Necessary for the Site to function properly, including session management and security features.

Analytics Cookies: We use Google Analytics to collect anonymized usage data to understand how visitors interact with our Site and to improve our services.

Marketing Cookies: We use Facebook Pixel and similar technologies to measure the effectiveness of our advertising campaigns and to deliver targeted advertisements.

You can manage your cookie preferences through your browser settings. Please note that disabling certain cookies may affect the functionality of the Site.

5. Data Security

We implement appropriate technical and organizational measures to protect the information we collect and process. These measures include encryption of data in transit and at rest, access controls, regular security assessments, and employee training on data protection practices.

While we strive to protect your information, no method of electronic storage or transmission over the Internet is completely secure. We cannot guarantee absolute security, but we are committed to maintaining commercially reasonable safeguards to protect your information.

6. Data Retention

We retain personal information for as long as necessary to fulfill the purposes for which it was collected, including to satisfy any legal, accounting, or reporting requirements. The retention period may vary depending on the context of the processing and our legal obligations. When information is no longer needed, we will securely delete or anonymize it in accordance with our data retention policies and applicable law.

7. Your Rights and Choices

Depending on your jurisdiction, you may have the following rights regarding your personal information:

Access and Portability: You may request access to the personal information we hold about you and request a copy in a portable format.

Correction: You may request that we correct inaccurate or incomplete personal information.

Deletion: You may request that we delete your personal information, subject to certain legal exceptions.

Opt-Out of Marketing: You may opt out of receiving marketing communications at any time by using the unsubscribe link in our emails or contacting us directly.

Cookie Preferences: You may manage your cookie preferences through your browser settings.

For Patients: If you are a patient whose information is managed within the PatientStudio platform, please direct any requests regarding your personal or health information to your healthcare provider (our Customer). As a service provider, we process patient data on behalf of our Customers and will assist them in responding to your requests as required.

To exercise any of these rights, please contact us using the information provided in Section 12 below.

8. Virginia Consumer Data Protection Act (VCDPA)

If you are a Virginia resident, you may have additional rights under the Virginia Consumer Data Protection Act (VCDPA), including the right to access, correct, delete, and obtain a copy of your personal data, as well as the right to opt out of the processing of personal data for purposes of targeted advertising, the sale of personal data, or profiling.

PatientStudio does not sell personal data. To exercise your rights under the VCDPA or to appeal a decision regarding your request, please contact us at the information provided in Section 12. We will respond to verified requests within forty-five (45) days, as required by law.

9. Children's Privacy

Our Site and services are not directed to individuals under the age of eighteen (18). We do not knowingly collect personal information from children under 18 through our website. If we become aware that we have collected personal information from a child under 18 through our Site, we will take steps to delete such information promptly. Note that patient records for minors may be managed within the Platform by Customers in the ordinary course of providing healthcare services; such processing is governed by the applicable BAA and HIPAA requirements.

10. Third-Party Links

Our Site may contain links to third-party websites or services. We are not responsible for the privacy practices or content of those third parties. We encourage you to read the privacy policies of every website you visit.

11. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or applicable law. We will post the revised Privacy Policy on this page with an updated effective date. Material changes will be communicated through prominent notice on our Site or via email. We encourage you to review this Privacy Policy periodically.

12. Contact Information

If you have any questions, concerns, or requests regarding this Privacy Policy or our data practices, please contact us at:

PatientStudio, Inc.

Email: privacy@patientstudio.com

Website: www.patientstudio.com