

# Privacy Policy for RVA Baby

**Effective Date:** July 2, 2025

RVA Baby, LLC is committed to protecting the privacy and security of our patients and their families. This Privacy Policy describes how we collect, use, disclose, and protect personal and health information in compliance with applicable laws, including the Health Insurance Portability and Accountability Act (HIPAA).

## 1. Information We Collect

We may collect the following types of information:

### a. Personal Information

- Child's full name, date of birth, and gender
- Parent/guardian's name, contact information, and relationship to the child
- Insurance details
- Emergency contact information

### b. Health Information

- Medical history and diagnosis
- Immunization records
- Treatment plans and progress notes
- Laboratory and imaging results

### c. Website and Communication Data (if applicable)

- IP address and device information
- Appointment requests or inquiries made via our website or email

## 2. How We Use Your Information

We use the information collected for the following purposes:

- To provide pediatric medical care
- To schedule appointments and send reminders
- To communicate with parents/guardians about care and billing
- For insurance and payment processing
- For internal quality improvement and compliance
- To meet legal and regulatory obligations

### **3. How We Share Your Information**

We may share your child's information with:

- Healthcare professionals involved in your child's care
- Insurance companies for billing purposes
- Laboratories and diagnostic centers
- Government agencies when required by law
- Authorized third-party service providers (e.g., IT or billing support). We will not share your information with any third party for marketing purposes.
- We do not sell or rent your or your child's personal information.

### **4. Your Rights**

As a parent or legal guardian, you have the right to:

- Access and request a copy of your child's medical records
- Request corrections to inaccurate or incomplete information
- Request restrictions on certain uses or disclosures
- Receive a list of disclosures we've made (upon request)
- File a complaint if you believe your privacy rights have been violated

## **5. How We Protect Your Information**

We use a combination of administrative, technical, and physical safeguards to protect patient data, including:

- Secure electronic health record (EHR) systems
- Staff training on privacy and security practices
- Encryption and secure communications
- Limited access based on job role

## **6. Communication Preferences and SMS disclosures**

We may contact you via phone, email, or text message for appointment reminders, test results, or updates related to your child's care. You may opt out of non-essential communications at any time.

If you consent to receive SMS from RVA Baby, you agree to contact for appointment reminders, updates related to your child's care, test results and health inquiries via SMS from RVA Baby. You may reply "STOP" to opt out; Reply "HELP" for support; messaging and data rates may apply and messaging frequency may vary.

## **7. Changes to This Privacy Policy**

We may update this Privacy Policy periodically. Any changes will be posted on our website and available at our clinic. Your continued use of our services after updates constitutes your acceptance of the revised policy.

## **8. Contact Us**

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

**RVA Baby**  
124 Buford Road  
North Chesterfield, VA 23235  
804-837-4348  
hello@myrvababy.com  
www.myrvababy.com