

Privacy Policy

Effective Date: July 10, 2024

Last Updated: February 25, 2025

Nutrition as Therapy Inc. is committed to protecting the privacy and security of individually identifiable health information in compliance with the Health Insurance Portability and Accountability Act (HIPAA). This policy outlines how we collect, use, and safeguard Protected Health Information (PHI) sent via text messages (SMS), email, and other electronic communications.

1. Information Collected

We may collect the following types of information:

A. Protected Health Information (PHI)

- Patient names, contact details, medical records, treatment details, and other individually identifiable health data.

B. Non-PHI Information

- Communication details such as phone numbers, email addresses, timestamps, and appointment reminders.

2. Purpose of Collection & Use

Electronic communications, including text messages and emails, may be used for:

- Treatment: Sending appointment reminders, prescription updates, and treatment-related information.
- Payment: Billing-related messages, insurance verification, and financial statements.
- Healthcare Operations: Scheduling, administrative coordination, and follow-up care.

3. Patient Consent & Opt-Out Rights

- Written consent is required before sending electronic communications containing PHI.
- Patients may opt-out of text message or email communications at any time by replying "STOP" (for SMS) or unsubscribing from emails, or by contacting our office.
- Standard text messaging and data rates may apply based on the patient's phone carrier.

4. Security Measures

We implement the following safeguards to protect PHI:

- Access Controls: Only authorized personnel have access to PHI via secure login credentials.

- **Encryption & Security:** We use encrypted platforms for email and text messages where possible. However, SMS and standard email are not fully secure, and patients are advised not to send highly sensitive information via these methods.
- **Retention & Disposal:** PHI will be stored for seven years in accordance with HIPAA regulations and securely deleted when no longer needed.

5. Use & Disclosure of PHI

- PHI is only accessible to authorized personnel involved in patient care, payment processing, or healthcare operations.
- We do not share phone numbers, email addresses, or PHI with third parties for marketing or non-healthcare purposes.
- If a third-party service provider (such as an SMS or email platform) is used, we ensure they comply with HIPAA regulations through Business Associate Agreements (BAAs).

6. Patient Rights

Patients have the right to:

- ✓ Access & Review their PHI upon request.
- ✓ Request Corrections to any inaccurate PHI.
- ✓ Restrict certain communications if preferred.
- ✓ Revoke Consent to text messages or emails at any time.
- ✓ File a Complaint if they believe their privacy rights have been violated.

7. Breach Notification Policy

In the event of an unauthorized disclosure of PHI:

- Affected individuals will be notified within 60 days of discovery.
- Regulatory authorities will be informed as required by HIPAA.
- We will take corrective measures to prevent future breaches.

8. Updates to this Privacy Policy

We may update this policy periodically. Any changes will be posted on our website and communicated to affected individuals.

9. Contact Information


For any questions, concerns, or to exercise your patient rights, please contact:

Privacy Officer

Ernesto Quisoboni

Nutrition as Therapy Inc.

 Email: ernestoq@nutritionastherapy.net

 Phone: (562) 317-8486 | Ext. 141