

Website Privacy Policy

Last Updated: [June 1st, 2026]

At Present Future Health LLC, your privacy is not just a legal requirement—it is a cornerstone of our relationship. This Privacy Policy describes how we collect, use, and protect your information at www.presentfuturehealth.com (the "Website").

1. Information We Collect

To provide you with high-quality, physician-led telemedicine services, we collect information in the following ways:

- **Voluntary Information:** When you book an appointment, fill out a contact form, or sign up for a membership, we collect your name, email, phone number, and any health information you choose to share.
- **Automated Information (Cookies & Analytics):** We use tools like Google Analytics to understand how visitors use our site. This collects data such as your IP address, device type, and browsing patterns. This helps us improve the user experience.
- **PracticeQ / IntakeQ:** Our booking and intake processes are handled through PracticeQ (IntakeQ). Information submitted through these portals is encrypted and handled with the highest level of security.

2. HIPAA and Your Protected Health Information (PHI)

As a medical practice, we are governed by the Health Insurance Portability and Accountability Act (HIPAA).

- **Clinical vs. Website Data:** While this Privacy Policy covers general website use, any information you provide as a patient (clinical history, lab results, etc.) is protected as PHI.
- **Notice of Privacy Practices (NPP):** For a full breakdown of how we handle your medical records and your rights regarding your health data, please refer to our Notice of Privacy Practices, which is available upon request or during your initial intake.

3. State Regulatory Compliance (Wisconsin & Massachusetts)

We comply with laws governing medical privacy and digital conduct in the states where we operate, including:

- **Wisconsin:** Strict confidentiality of health care records (Wis. Stat. § 146.81-83) and implementation of security measures to prevent unauthorized access (Wis. Stat. § 146.84). We also ensure remote consultations comply with telehealth standards (Wis. Stat. § 440).

- **Massachusetts:** We comply with applicable Massachusetts data privacy and medical record retention laws to ensure the highest standard of confidentiality for our patients residing or receiving care in the Commonwealth.

4. SMS/Text Messaging Policy

If you opt in to receive SMS messages from Present Future Health, we will use this channel strictly for appointment reminders and general two-way clinical communication.

- We do not share your phone number or SMS opt-in information with third parties for marketing purposes.
- Message and data rates may apply. You can opt out of receiving SMS messages at any time by replying with "STOP" to any message we send you.

5. Adult-Only Practice (Children's Privacy) Present Future Health LLC is a practice strictly for adults. Our website is not intended for, nor do we knowingly collect information from, individuals under the age of 18. If we become aware that we have inadvertently collected personal data from a minor, we will delete it immediately.

6. Third-Party Sharing

We do not sell, rent, or trade your personal information. We only share data with:

- **Service Providers:** Such as PracticeQ for scheduling and intake, or HIPAA-compliant EMR systems, solely to facilitate your care.
- **Legal Requirements:** If required by law, subpoena, or to comply with state medical reporting regulations.

7. Data Security

We utilize industry-standard encryption and secure socket layers (SSL) to protect your data. However, please be aware that no digital transmission is 100% secure. By using the site, you acknowledge these inherent risks.

8. Your Rights and Choices

- **Opt-Out:** You can set your browser to refuse cookies or alert you when they are being sent.
- **Access:** You have the right to request a copy of the personal information we hold about you.
- **Corrections:** You may ask us to update or correct any inaccurate information.
- **Deletion & Restriction:** You may request that we delete personal information we maintain about you, or ask us to restrict our processing of it, provided it does not conflict with our legal or medical record retention obligations.

9. Contact Information

For questions regarding this policy or your data privacy, please contact:

Present Future Health LLC

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Madison, WI 53703

Phone: (608) 284-8299

Website: www.presentfuturehealth.com