

# Website Privacy Policy

This Privacy Policy outlines the types of personal information that Rocky Mountain Center for Reproductive Medicine, P.C. (RMCRM), a physician and healthcare provider (referred to as "the physician" or "we" or "our"), collects and how it is used, stored, and protected. By using our website <https://drbachus.com/>, you agree to the collection and use of information in accordance with this policy. Policies specifically related to patient information (protected health information, PHI) can be reviewed [here](#).

## Information Collection and Use

We collect various types of personal information from our website visitors, including but not limited to:

- Name
- Contact information (e.g., email address, phone number)
- Health information (e.g., medical history, symptoms, and conditions)
- Demographic information (e.g., age, gender)

We collect this information when you:

- Contact us through our website
- Request an appointment
- Access our patient portal
- Complete any forms on our website

The personal information we collect is used to:

- Respond to your inquiries
- Provide medical care and treatment
- Improve our services and website
- Information Sharing

We do not sell or rent your personal information to third parties. We may share your personal information with:

- Other healthcare providers involved in your care
- Our employees and contractors who have a legitimate need to access the information
- Our business partners and service providers who assist us in delivering our services (e.g., website hosting, analytics)
- Law enforcement agencies or government officials when required by law

- We may also share de-identified or aggregated information that cannot be used to identify you.

### **Cookies and Tracking Technologies**

Our website uses cookies and other tracking technologies to improve your experience and to collect information about how you interact with our website. You can choose to disable cookies in your web browser, but this may limit your ability to use certain features of our website.

### **Data Security**

We take reasonable precautions to protect your personal information from unauthorized access, use, or disclosure. However, no method of transmission over the internet or electronic storage is 100% secure, and we cannot guarantee absolute security.

### **Data Retention**

We will retain your personal information for as long as necessary to fulfill the purposes for which it was collected unless a longer retention period is required by law.

### **Your Rights**

You have the right to access, update, and delete your personal information at any time by contacting our Privacy Officer at [privacyofficer@drbachus.com](mailto:privacyofficer@drbachus.com) or at 970-493-6353. You also have the right to object to the processing of your personal information and to lodge a complaint with a supervisory authority.

### **Privacy Rights Under Certain State Privacy Laws**

If you are a resident of Colorado, you may have certain privacy rights under the applicable Colorado Privacy Act (CPA). This section describes those rights and how you can exercise them with RMCRM. The CPA does not apply to certain types of personal data maintained in compliance with specific federal privacy laws, such as the Health Insurance Portability and Accountability Act and the Fair Credit Reporting Act, or for certain governmental purposes.

- **Right to opt out:** Consumers have the right to opt out of the sale of their data, targeted advertising, and profiling
- **Right of access:** Consumers have the right to confirm if their data is being processed and then gain access to the data
- **Right to correction:** Consumers must be able to rectify any inaccurate information in their data
- **Right to deletion:** Consumers have the right to request that you delete their data
- **Right to data portability:** Consumers have the right to obtain a copy of their data in a readily usable form and transfer it to a third party without hindrance

- **Right to appeal:** Consumers have the right to appeal your actions regarding their requests

### **Changes to this Privacy Policy**

We may update this Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on our website at <https://drbachus.com/>. Your continued use of our website after any changes to this Privacy Policy constitutes your acceptance of the new terms.

### **Contact Us**

If you have any questions about this Privacy Policy or our practices regarding your personal information, please contact us at:

RMCRM

**Attn: Privacy Officer**

1080 East Elizabeth St. #1 Fort Collins, CO 80524

Phone: 970-493-6353

Email: [privacyofficer@drbachus.com](mailto:privacyofficer@drbachus.com)