

Privacy Policy – The Ark Psychiatric Services

Effective Date

January 1, 2009

Introduction

The Ark Psychiatric Services (“The Ark,” “we,” “our,” or “us”) values and respects your privacy. This Privacy Policy explains how we collect, use, disclose, and protect your information when you communicate with us, including by phone call, text message (SMS), email, website forms, and in-person interactions.

This policy also explains how we obtain and use your consent to contact you regarding your care, appointments, billing, and related healthcare services.

Information We Collect

- Name
- Date of birth
- Phone number(s)
- Email address
- Mailing address
- Insurance information
- Appointment information
- Medical and mental health information
- Communication preferences
- Information provided through forms, calls, texts, or emails

How We Use Your Information

- Schedule, confirm, and manage appointments
- Provide psychiatric and mental health services
- Communicate regarding treatment and care coordination
- Send reminders and follow-up communications
- Respond to questions or requests
- Process billing and insurance claims
- Improve our services and patient experience
- Comply with legal and regulatory requirements

Consent to Call and SMS Text Opt In

By signing this form and providing your phone number to The Ark Psychiatric Services, you acknowledge that you understand and agree to receive phone calls and SMS text messages from us regarding:

- Appointment reminders
- Scheduling updates
- Care coordination
- Medication reminders
- Billing notifications
- Office announcements
- Requests related to your treatment or services

By signing this form, you further acknowledge that you understand these communications may be sent by phone call, SMS text message, or other electronic communication methods permitted by law.

Messages may be sent using an automated dialing system or other communication technology.

Consent to receive text messages is not required as a condition of receiving treatment.

Message and data rates may apply depending on your mobile carrier and plan.

Opting Out of Text Messages

You may opt out of receiving text messages at any time by:

- Replying STOP to any text message
- Contacting our office directly
- Requesting changes to your communication preferences

After opting out, you may still receive important non-marketing communications related to your healthcare services where permitted by law.

HIPAA and Confidentiality

The Ark Psychiatric Services complies with the Health Insurance Portability and Accountability Act (HIPAA) and applicable state privacy laws.

We utilize HIPAA-compliant solutions that help ensure patient calls, text messages, and communications are protected through encryption in transit and at rest, safeguard patient data, and help prevent unauthorized access to protected health information (PHI).

We take reasonable administrative, technical, and physical safeguards to protect your protected health information (PHI) from unauthorized access, disclosure, alteration, or destruction.

Please note that standard SMS text messaging is not always fully secure. While we make reasonable efforts to protect your information, there are risks associated with electronic communications.

Sharing of Information

We do not sell your personal information. We may share your information only as permitted or required by law, including:

- With healthcare providers involved in your care
- With insurance companies or billing processors
- With service providers assisting in operations or communications
- When required by legal, regulatory, or law enforcement obligations
- To protect the safety, rights, or property of patients, staff, or others

All third-party service providers are expected to maintain appropriate confidentiality and security protections.

Data Security

We implement reasonable safeguards designed to protect your information from unauthorized access, misuse, or disclosure.

However, no electronic transmission or storage method can be guaranteed to be completely secure.

Retention of Information

We retain patient records and communication data in accordance with applicable laws, regulations, professional standards, and business needs.

Your Rights

Depending on applicable law, you may have the right to:

- Request access to your records
- Request corrections to inaccurate information
- Request restrictions on certain communications
- Revoke consent for certain communications
- Receive information about how your data is used

Requests may be subject to legal and regulatory limitations.

Website and Electronic Communications

If you use our website or submit forms electronically, we may collect technical information such as IP addresses, browser type, and usage information to improve website functionality and security.

Our website may use cookies or similar technologies.

Changes to This Privacy Policy

We may update this Privacy Policy periodically. Any changes will be posted with an updated effective date.

Contact Information

The Ark Psychiatric Services
1905 Woodstock Road, Suite 5150
Roswell, GA 30075
(770) 998-1516

SMS Communication Disclosure

By opting into SMS communications from The Ark Psychiatric Services, you agree to receive conversational, appointment, and healthcare-related text messages.

- Message frequency may vary.
- Message and data rates may apply.
- Reply STOP to opt out.
- Reply HELP for assistance.

We do not share mobile opt-in information or consent with third parties for marketing purposes.

By signing below, you indicate your acceptance of The Ark Psychiatric Services Policy as provided on pages 1 through 3 in its entirety.

Print Your Name

Signature

Date

Instructions for Signing and Submitting

This Ark Psychiatric Privacy Policy can be signed electronically or printed and signed manually.

To sign electronically:

- Depending on the browser you're using, download or save the file to your local computer
- Open the file using Adobe Reader (Reader is a free download at Adobe.com)
- Go to the end of the document and click on the signature field
- Click on the button "Configure a Digital ID"
- Enter your full name and date in the applicable fields
- Save the file in Adobe Reader
- Attach the saved file to an email and send the email to office@thearkpsych.com

To sign manually:

- Print all pages of the policy
- Add your printed name, date, and signature
- Save all pages in an electronic format by taking pictures, scanning to a file, or other method
- Attach all pages (not just the signature page) to an email and send the email to office@thearkpsych.com