

Privacy Policy

Effective Date: September 29, 2026

Last Updated: September 29, 2026

Point to Point Therapy (“Point to Point Therapy,” “we,” “us,” or “our”) respects your privacy and is committed to protecting the personal and health information entrusted to us.

This Privacy Policy describes how Point to Point Therapy collects, uses, protects, and discloses information through our website, **p2ptherapy.org** (the “Website”), and in connection with our in-home physical therapy services.

Because we provide healthcare services, certain information we collect and maintain may constitute **Protected Health Information (“PHI”) under the Health Insurance Portability and Accountability Act of 1996 (“HIPAA”)** and applicable state law. PHI is subject to additional protections described in our **Notice of Privacy Practices**.

This Privacy Policy primarily addresses information collected through our Website and our general digital interactions. It does not replace our HIPAA Notice of Privacy Practices or other patient agreements and notices.

Mobile opt-in information, including phone numbers and SMS consent, will not be shared with third parties for marketing purposes. We use it only to send the messages you asked for.

1. Information We Collect

We may collect information that you voluntarily provide to us, information generated in connection with your care, and certain technical information collected automatically when you use our Website.

A. Information You Provide

Depending on how you interact with Point to Point Therapy, we may collect:

- Name
- Email address
- Telephone number
- Mailing address
- Residential or treatment address
- Date of birth

- Emergency contact information
- Insurance information
- Billing and payment information
- Information concerning your physical condition, injury, medical history, or treatment needs
- Information submitted through appointment-request or contact forms
- Information provided during communications with our staff or physical therapists
- Information provided by a referring physician, healthcare provider, caregiver, family member, or other authorized individual
- Any other information you voluntarily provide to us

B. Information Related to In-Home Physical Therapy

Because Point to Point Therapy provides therapy in patients' homes and other approved locations, we may need to collect information necessary to locate and safely access the treatment location.

This may include:

- Home or treatment address
- Apartment, building, or unit information
- Directions or access instructions
- Gate, parking, or entry information
- Information regarding pets or other circumstances relevant to safe access
- Information concerning mobility, accessibility, or safety conditions at the treatment location
- Contact information for caregivers or other individuals involved in coordinating care

We use this information only as reasonably necessary to provide, coordinate, and safely deliver our services.

2. Health Information and HIPAA

Information concerning your physical condition, diagnosis, treatment, medical history, physical therapy evaluation, progress, or other healthcare information may constitute PHI protected by HIPAA.

Where HIPAA applies, Point to Point Therapy will use and disclose PHI in accordance with applicable HIPAA requirements and our Notice of Privacy Practices.

Our Notice of Privacy Practices explains, among other things:

- How we may use and disclose your PHI
- Your rights regarding your PHI
- Our legal obligations concerning PHI
- How you may request access to or amendment of your health information
- How to request restrictions or confidential communications
- How to submit a privacy complaint

Our Notice of Privacy Practices is available on our Website and may also be provided directly to patients.

3. How We Use Information

We may use information we collect for purposes including:

Providing Healthcare Services

We may use information to:

- Evaluate and treat patients
- Develop and modify treatment plans
- Document physical therapy services
- Coordinate care with other healthcare professionals
- Communicate with patients and authorized caregivers
- Schedule and manage appointments
- Coordinate in-home visits
- Determine appropriate treatment locations
- Follow up regarding care

Scheduling and Concierge Services

We may use your contact and location information to:

- Schedule appointments
- Confirm appointments
- Provide arrival or scheduling updates
- Coordinate access to your home or treatment location
- Communicate changes or cancellations
- Respond to questions about our services

Billing and Insurance

Where applicable, we may use information to:

- Process payments
- Submit claims to health insurance plans
- Verify insurance eligibility and benefits
- Obtain payment for services
- Communicate with insurance companies
- Coordinate billing and reimbursement
- Maintain financial records

Business and Administrative Purposes

We may also use information to:

- Operate and maintain our Website
- Maintain our business records
- Improve our services
- Monitor Website performance
- Protect our systems and information
- Detect and prevent fraud or unauthorized activity
- Comply with legal and regulatory requirements

- Respond to lawful requests from governmental authorities
- Exercise or defend legal rights

Uses and disclosures of PHI will be handled in accordance with applicable HIPAA requirements and our Notice of Privacy Practices.

4. Information Collected Through Our Website

When you visit p2ptherapy.org, we may automatically collect certain technical information, such as:

- IP address
- Browser type
- Device type
- Operating system
- Pages visited
- Date and time of visits
- Referring website
- General information about how you interact with our Website

This information may be used to maintain Website security, analyze Website usage, troubleshoot technical problems, and improve the Website.

We attempt to limit the collection of information through the Website to information reasonably necessary for the purposes for which it is collected.

5. Website Forms

Our Website may contain contact, appointment-request, consultation, or other forms.

Information submitted through these forms may be received by Point to Point Therapy and/or service providers that operate the form or communication system on our behalf.

Please do not submit detailed medical information, Social Security numbers, financial account information, or other highly sensitive information through a general Website contact form unless the form specifically indicates that the information may be submitted securely.

If you need to provide sensitive health information, we may direct you to a secure patient portal or other appropriate communication method.

6. Cookies and Analytics

Our Website may use cookies and similar technologies to operate the Website, remember preferences, understand Website traffic, improve functionality, and maintain security.

We may use third-party analytics or Website technology providers to help us understand how visitors use our Website.

These technologies may collect information such as:

- IP address
- Browser and device information
- Pages visited
- Approximate geographic information
- Referring pages
- Website interactions
- Date and time of visits

We will not intentionally use Website analytics tools to collect or disclose patient PHI unless the use is permitted under applicable law and appropriate safeguards are in place.

7. Third-Party Service Providers

Point to Point Therapy may use third-party companies and service providers to help operate our business and provide services.

Depending on the services we use, these providers may include:

- Electronic health record providers
- Patient-management systems
- Scheduling platforms
- Secure communication platforms
- Website hosting providers
- Website maintenance providers
- Payment processors
- Billing and insurance providers

- IT and cybersecurity providers
- Email and communications providers
- Professional advisers
- Legal and accounting professionals

Where a service provider receives PHI on our behalf and HIPAA requires a business associate agreement, we will maintain appropriate contractual protections as required by applicable law.

Third-party providers may have their own privacy policies and terms of service.

8. Disclosure of Information

We may disclose information when permitted or required by applicable law.

For PHI, permitted disclosures may include disclosures for:

- Treatment
- Payment
- Healthcare operations
- Activities otherwise permitted by HIPAA
- Public health activities
- Required reporting
- Judicial or administrative proceedings
- Law enforcement purposes when legally permitted
- Preventing a serious threat to health or safety
- Workers' compensation purposes where applicable
- Other purposes permitted or required by law

Certain disclosures may require your written authorization.

We will not use or disclose PHI for purposes requiring your authorization without obtaining that authorization, except where otherwise permitted or required by law.

9. Marketing and Sale of Information

Point to Point Therapy does not sell patient medical records or PHI.

We do not use your health information for marketing purposes in a manner prohibited by HIPAA.

Where applicable law requires written authorization for marketing or another use of PHI, we will obtain the required authorization.

10. Patient Communications

We may communicate with you using information you provide to us, including by:

- Telephone
- Voicemail
- Email
- Text message
- Patient portal
- Other electronic communication methods

These communications may relate to scheduling, appointments, treatment, billing, administrative matters, or other services.

Electronic communications may involve privacy and security risks. If you have concerns about receiving health-related information through a particular communication method, please contact us to request an alternative method where reasonably available.

We may use voicemail and electronic messaging in accordance with applicable law and our Notice of Privacy Practices.

11. In-Home Visits and Location Information

Because Point to Point Therapy provides concierge physical therapy in patients' homes and other locations, location information is an important part of providing our services.

We may collect and use your treatment address and related access information to:

- Locate the treatment site
- Schedule and conduct visits
- Provide directions to treating personnel
- Coordinate entry
- Address accessibility or safety concerns

- Communicate with you regarding arrival or appointment logistics

We do not use your home address for unrelated purposes except as permitted or required by law.

12. Payment and Insurance Information

If you pay for services directly or use insurance, we may collect and process information necessary to receive payment.

This may include:

- Insurance carrier
- Member or policy information
- Billing address
- Payment information
- Claims information
- Information necessary to verify eligibility or submit claims

Payment information may be processed by third-party payment processors. Where payment information is handled directly by a third party, that provider's privacy policy and terms may also apply.

13. Data Security

Point to Point Therapy maintains administrative, technical, and physical safeguards designed to protect personal information and PHI against unauthorized access, use, disclosure, alteration, or destruction.

These safeguards may include appropriate access controls, authentication procedures, secure systems, workforce policies, and other measures appropriate to the information and services involved.

No electronic transmission or storage system can be guaranteed to be completely secure.

If we determine that a breach of unsecured PHI has occurred that requires notification under applicable law, we will provide notification as required by law.

14. Retention of Information

We retain information for as long as reasonably necessary for the purposes for which it was collected and as necessary to:

- Provide and document healthcare services
- Maintain patient records
- Process billing and insurance claims
- Comply with legal, regulatory, tax, accounting, and professional obligations
- Resolve disputes
- Enforce agreements
- Protect our legal rights

Medical and treatment records may be retained for periods required by applicable federal or state law and professional requirements.

15. Your Privacy Rights

Depending on the type of information involved and applicable law, you may have rights concerning your personal information and/or PHI.

For PHI protected by HIPAA, these rights may include the right to:

- Inspect and obtain a copy of your health information
- Request an amendment to your health information
- Request restrictions on certain uses or disclosures
- Request confidential communications
- Receive an accounting of certain disclosures
- Receive a paper copy of our Notice of Privacy Practices
- File a complaint regarding our privacy practices
- Receive notification following certain breaches of unsecured PHI

Additional rights may apply under applicable state law.

Requests concerning PHI should be made through the process described in our Notice of Privacy Practices.

16. Children's Information

Our services may be provided to patients under the age of 18 when appropriate.

When treating minors, Point to Point Therapy will handle their information in accordance with applicable federal and state healthcare privacy laws and the rights of parents, guardians, personal representatives, and the minor patient, as applicable.

Our Website is not intended to knowingly collect information from children for purposes unrelated to legitimate healthcare services.

17. Third-Party Websites

Our Website may contain links to websites or services operated by third parties.

Those third parties maintain their own privacy policies and terms. Point to Point Therapy is not responsible for the privacy or security practices of third-party websites that we do not control.

We encourage you to review the privacy policy of any third-party website before providing personal information.

18. Social Media and Testimonials

If Point to Point Therapy maintains social media accounts or publishes patient testimonials, photographs, videos, or other patient-related content, we will obtain any authorization required by applicable law before using identifiable patient information for such purposes.

We will not assume that a patient's participation in treatment or interaction with our social media accounts constitutes permission to publicly identify the patient.

19. Changes to This Privacy Policy

We may update this Privacy Policy periodically to reflect changes in our services, technology, legal requirements, or privacy practices.

When we make changes, we will update the “Last Updated” date at the top of this policy.

If a material change affects our obligations concerning PHI, we will update our Notice of Privacy Practices as required by applicable law.

20. Contact Us

Questions about this Privacy Policy or requests concerning privacy may be directed to:

Point to Point Therapy

Website: **p2ptherapy.org**

Email: **Josh-StallingsDPT@p2ptherapy.org**

Phone: **540 677 7580 / ext 800**

Privacy Complaints

If you believe your privacy rights have been violated, you may contact Point to Point Therapy using the information above.

You may also have the right to submit a complaint to the U.S. Department of Health and Human Services, Office for Civil Rights.

Point to Point Therapy will not retaliate against you for filing a privacy complaint.

21. Important Distinction Between This Policy and Our HIPAA Notice

This Website Privacy Policy describes our general practices concerning information collected through our Website and related digital interactions.

Our **Notice of Privacy Practices** provides the legally required information regarding how Point to Point Therapy may use and disclose PHI and describes the privacy rights available to patients under HIPAA.

If there is a conflict between this Website Privacy Policy and our HIPAA Notice of Privacy Practices concerning PHI, the applicable HIPAA requirements and Notice of Privacy Practices will govern.

This Privacy Policy was last updated September 29, 2026.