

Privacy Policy

Last Updated: May 29, 2026

Newhouse Health Solutions ("Newhouse Health Solutions," "we," "us," or "our") respects your privacy and is committed to protecting the personal information you share with us. This Privacy Policy describes how we collect, use, disclose, and safeguard information when you visit our website, contact our office, or participate in our communications programs, including our text messaging program. By using our website or providing information to us, you agree to the practices described in this Privacy Policy.

Who We Are

Newhouse Health Solutions 2211 East 52nd St, Suite D Davenport, IA 52807 Phone: (563) 514-7509 Email: info@newhousehealthsolutions.com

Scope of This Policy

This Privacy Policy applies to information collected through our website and general business communications. **Protected health information (PHI)** that we create or receive in the course of providing healthcare is governed separately by the **Health Insurance Portability and Accountability Act (HIPAA)** and applicable healthcare privacy laws, not by this website policy.

Information We Collect

We may collect the following categories of information:

- **Information you provide directly**, such as your name, phone number, email address, mailing address, and any details you include in a contact form, appointment request, or message to our office.
- **Health-related information** you choose to share with us. Information that constitutes PHI is handled under HIPAA and applicable healthcare privacy laws.
- **Communication preferences and consent records**, including your opt-in to receive text messages, emails, or calls, and any subsequent opt-out.
- **Information collected automatically** when you use our website, such as IP address, device and browser type, pages viewed, and referring pages, collected through cookies and similar technologies.

How We Use Your Information

We use the information we collect to:

- Schedule, confirm, change, and send reminders about appointments.
- Provide, personalize, and improve our chiropractic, functional medicine, nutrition, and wellness services.
- Respond to your inquiries and requests.

- Send appointment reminders, follow-up messages, health and wellness information, promotions, and offers where you have consented to receive them.
- Operate, maintain, and improve our website.
- Comply with legal, regulatory, and professional obligations, and to establish, exercise, or defend legal claims.

Text Messaging (SMS) Program

By providing your mobile phone number and opting in, you consent to receive text messages from Newhouse Health Solutions. Our program includes both **transactional messages** (such as appointment reminders and follow-ups) and **marketing messages** (such as promotions, wellness campaigns, and special offers).

- **Message frequency varies** based on your interactions with us.
- **Message and data rates may apply.** Any such charges are set by your mobile carrier and are your responsibility.
- **Consent is not a condition of purchase or care.** You are not required to consent to receive marketing text messages in order to receive treatment or to purchase any product or service from us.
- **To opt out at any time, reply STOP** to any message. You will receive a one-time confirmation, after which you will no longer receive messages from that program unless you opt back in.
- **For help, reply HELP**, or contact us at (563) 514-7509 or info@newhousehealthsolutions.com.
- Mobile carriers are not liable for delayed or undelivered messages.

No mobile information will be shared with third parties or affiliates for marketing or promotional purposes. We do not sell, rent, or share your mobile phone number or your text messaging opt-in data with any third party for their own marketing. Text messaging originator opt-in data and consent are not shared with any third parties except service providers that help us operate the messaging program (for example, the platform that sends messages on our behalf), and those providers are restricted to using the information solely to provide that service to us.

How We Disclose Information

We do not sell your personal information. We disclose information only as described below:

- **Service providers / business associates.** We share information with vendors who perform services on our behalf, such as scheduling, messaging, email, hosting, and analytics. Where these vendors handle PHI, they do so under HIPAA Business Associate Agreements that require them to safeguard the information and use it only as permitted.
- **Treatment, payment, and healthcare operations.** Consistent with HIPAA, we may use and disclose PHI to provide care, obtain payment, and run our practice.
- **Legal requirements.** We may disclose information when required by law, regulation,

subpoena, court order, or governmental request, or to cooperate with law enforcement.

- **Protection of rights and safety.** We may disclose information where reasonably necessary to protect the rights, property, or safety of our patients, staff, the public, or our practice.
- **Business transfers.** In connection with a merger, acquisition, or sale of assets, information may be transferred as part of that transaction, subject to applicable law.

In all cases, mobile opt-in data and phone numbers are **never** shared with third parties for marketing purposes.

Cookies and Tracking Technologies

Our website may use cookies and similar technologies to operate the site, remember your preferences, and understand how the site is used. You can set your browser to refuse cookies or alert you when cookies are being sent; if you do, some features of the site may not function properly.

Data Security

We maintain reasonable administrative, technical, and physical safeguards designed to protect personal information against unauthorized access, use, alteration, and disclosure. PHI is additionally protected under our HIPAA security measures. No system of transmission or storage can be guaranteed to be completely secure, and we cannot warrant absolute security of information transmitted to or from our website.

Your Choices and Rights

Depending on the nature of the information and applicable law, you may:

- **Opt out of text messages** at any time by replying STOP.
- **Unsubscribe from marketing emails** using the link in any email or by contacting us.
- **Access, correct, or request deletion** of certain personal information.
- **Exercise your HIPAA rights** regarding PHI — including the right to access, request amendment of, and obtain an accounting of certain disclosures of your records — as provided under applicable law.

To exercise any of these choices, contact us at info@newhousehealthsolutions.com or (563) 514-7509.

Children's Privacy

Our website is not directed to children under 13, and we do not knowingly collect personal information online from children under 13 without verifiable parental consent. When we provide care to minors, we do so with the consent of a parent or legal guardian and in accordance with applicable law.

Third-Party Websites

Our website may contain links to third-party sites. We are not responsible for the privacy practices or content of those sites, and this Privacy Policy does not apply to them. We encourage you to review the privacy policies of any third-party site you visit.

Changes to This Policy

We may update this Privacy Policy from time to time. Material changes will be reflected by an updated "Last Updated" date above and, where appropriate, by additional notice. Your continued use of our website or services after changes are posted constitutes acceptance of the updated policy.

Contact Us

If you have questions about this Privacy Policy or our information practices, please contact:

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