

Privacy Policy

Effective Date: 4-1-2026

Mannkind Direct Family Medicine ("we," "our," or "us") is committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard information when you visit our website or interact with online features such as contact forms, account registration, newsletter sign-ups, and related website services.

Please read this Privacy Policy carefully. If you do not agree with its terms, please do not access or use the website.

1. Information We Collect

We may collect information that you voluntarily provide to us through the website, including personally identifiable information such as your name, email address, phone number, mailing or shipping address, account details, contact form submissions, newsletter sign-ups, and other information you choose to share.

We may also collect certain information automatically when you access the website, including your IP address, browser type, operating system, access times, referring URLs, pages viewed before and after visiting the website, pages viewed on the website, links clicked, time spent on pages, and other general usage data.

2. Website Tracking Technologies and Marketing Integrations

We use cookies, tracking pixels, analytics tools, and other third-party marketing integrations to monitor website traffic, analyze user behavior, improve online services, remember preferences, and understand how visitors interact with our content. These tools may collect anonymous or aggregated information about website usage.

You have the right to accept or decline certain tracking technologies. You can manage your choices through our website's cookie consent banner where available, or by adjusting your web browser settings to block or limit cookies. If you disable cookies, some website features may not function properly.

3. Use of Your Information

- Create and manage personal accounts.
- Respond to customer service, contact, and support requests.
- Provide, operate, maintain, and improve the website and online services.

- Deliver practice newsletters, clinic updates, scheduling notifications, or other information about our services when permitted and with any required consent.
- Fulfill and manage subscriptions, orders, payments, or related administrative activities.
- Analyze website performance, traffic, usage trends, and user experience.
- Detect, prevent, and address technical issues, fraud, abuse, security risks, or policy violations.
- Assist law enforcement, respond to subpoenas, comply with legal obligations, and enforce our terms or policies when legally required or permitted.

4. Disclosure of Your Information

We do not sell personal information. We may disclose information to service providers, vendors, analytics providers, hosting providers, professional advisers, and other parties that help us operate the website, communicate with patients or visitors, process payments, and provide services. We may also disclose information if required by law, to respond to legal process, to investigate or remedy potential policy violations, to protect the rights, property, or safety of others, to prevent fraud or security issues, or in connection with a business transaction such as a merger, acquisition, or asset transfer.

Third-Party Service Providers: Atlas.md

We partner with Atlas.md, a cloud-based Electronic Medical Record (EMR) and practice management platform, to support patient charts, scheduling, communication, secure billing, and related practice operations. When you register an account or interact with us as a patient, certain information may be processed through this separate secure platform. Atlas.md uses safeguards such as encryption, authentication, and secure access controls to help protect information processed through its services.

Marketing and Practice Communications

With your informed consent where required, we may use your information to contact you through mass communication tools, including text or email, through Atlas.md or other systems for practice newsletters, clinic updates, scheduling notifications, and other non-clinical communications. You may opt out of non-clinical marketing communications at any time.

5. Notice of Privacy Practices and HIPAA

This website Privacy Policy applies to information collected directly through the website, including online web forms, accounts, newsletter sign-ups, tracking technologies, and related website interactions. As a Direct Primary Care medical practice, Protected Health Information (PHI) is separately governed by applicable federal HIPAA requirements and our clinical Notice

of Privacy Practices. Clinical records managed within the secure Atlas.md portal are treated as confidential medical information and are protected as legally required.

6. Data Security

We use reasonable administrative, technical, and physical safeguards designed to protect information from unauthorized access, loss, misuse, alteration, or disclosure. However, no method of transmission over the Internet or electronic storage is completely secure, and we cannot guarantee absolute security.

7. Your Choices and Rights

Depending on your location and the type of information involved, you may have rights to request access to, correction of, deletion of, or restriction of certain personal information. You may also have the right to object to certain processing or withdraw consent where processing is based on consent. You may manage cookie preferences through our cookie consent banner or browser settings, and you may opt out of non-clinical marketing communications as described above.

8. Data Retention

We retain information for as long as reasonably necessary to fulfill the purposes described in this Privacy Policy, comply with legal obligations, resolve disputes, maintain security, and enforce our agreements. Clinical records and PHI may be retained according to applicable healthcare, legal, and regulatory requirements.

9. Children's Privacy

The website is not intended for children under 13 years of age, and we do not knowingly collect personal information from children under 13 through the website. If you believe a child has provided us with personal information through the website, please contact us so we can take appropriate action.

10. Contact Us

If you have questions or comments about this Privacy Policy, please contact Mannkind Direct Family Medicine at your designated practice email or through our physical office mailing address.

