

# PRIVACY POLICY

OSO Physical Therapy | [osophysicaltherapy.com](https://osophysicaltherapy.com)  
Effective Date: March 10, 2026 | Last Updated: March 10, 2026

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This Privacy Policy describes how OSO Physical Therapy ("we," "us," or "our") collects, uses, protects, and shares information obtained through [osophysicaltherapy.com](https://osophysicaltherapy.com) (the "Website"). This policy applies to information collected through the Website and does not govern information collected through our clinical intake process, which is separately governed by our HIPAA Notice of Privacy Practices.

## 1. Information We Collect

### A. Information You Provide Voluntarily

When you use our contact form or request a free phone screen consultation, we may collect:

- Your full name
- Email address
- Phone number
- A brief description of your condition or reason for inquiry

Submitting this information is voluntary. You are not required to provide personal information to browse the Website.

### B. Information Collected Automatically

When you visit the Website, certain information may be collected automatically through cookies and similar tracking technologies, including:

- Your IP address and general geographic location
- Browser type and version
- Device type and operating system
- Pages visited and time spent on each page
- Referring website or source
- Date and time of your visit

## 2. How We Use Your Information

We use the information we collect for the following purposes:

- To respond to your inquiries and schedule consultations or appointments
- To provide information about our physical therapy services
- To improve the Website's content, functionality, and user experience

- To analyze Website traffic and usage patterns
- To comply with applicable legal obligations
- To protect the security and integrity of our Website

### 3. How Your Information Is Shared

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

#### A. Service Providers

We work with trusted third-party service providers who assist us in operating the Website and delivering our services, including:

- Jane App ([janehq.com](http://janehq.com)) — our practice management and online booking platform. Jane App processes appointment-related information and maintains its own privacy practices.
- Web Hosting Provider — our Website is hosted on a third-party server. Our hosting provider may have access to server logs that include IP addresses and access times.
- Google Analytics (if applicable) — we may use Google Analytics to understand Website traffic patterns. Google Analytics collects anonymized data about user behavior. You can opt out of Google Analytics tracking at [tools.google.com/dlpage/gaoptout](https://tools.google.com/dlpage/gaoptout).

#### B. Legal Requirements

We may disclose your information if required by law, court order, or government regulation, or if we believe disclosure is necessary to protect the rights, property, or safety of OSO Physical Therapy, our patients, or the public.

### 4. HIPAA Distinction: Website Data vs. Patient Health Information

This Privacy Policy governs information collected through this Website only. It is important to understand the following distinction:

#### **Website Visitors (Non-Patients):**

Information submitted through the Website contact form — such as your name, email, phone number, and a general description of your inquiry — is considered standard website data and is governed by this Privacy Policy and applicable state laws, including the California Online Privacy Protection Act (CalOPPA) and the California Consumer Privacy Act (CCPA).

#### **Established Patients:**

Once you become a patient of OSO Physical Therapy, all health information you share in connection with your care — including medical history, treatment records, and billing information — becomes Protected Health Information (PHI) and is governed by the Health Insurance

Portability and Accountability Act (HIPAA). Your rights under HIPAA are detailed in our separate Notice of Privacy Practices, which will be provided to you at the start of your care.

## 5. California Privacy Rights

If you are a California resident, you have the following rights under the California Consumer Privacy Act (CCPA) and the California Online Privacy Protection Act (CalOPPA):

- The right to know what personal information we collect, use, disclose, and sell
- The right to request deletion of your personal information
- The right to opt out of the sale of your personal information (note: we do not sell personal information)
- The right to non-discrimination for exercising your privacy rights

To exercise these rights, please contact us at [dan.hirai@osophysicaltherapy.com](mailto:dan.hirai@osophysicaltherapy.com) or call (510) 915-1448.

## 6. Data Security

We take reasonable technical and organizational measures to protect your personal information from unauthorized access, disclosure, alteration, or destruction. These measures include secure data transmission (SSL/HTTPS), restricted access to personal information, and use of reputable third-party service providers.

However, no method of transmission over the Internet or electronic storage is 100% secure. We cannot guarantee absolute security of your information.

## 7. Data Retention

We retain contact form submissions and inquiry information for a reasonable period necessary to respond to your inquiry and for business record-keeping purposes, generally no longer than three (3) years, unless a longer retention period is required by law.

## 8. Cookies and Tracking Technologies

Our Website may use cookies — small text files stored on your device — to improve functionality and analyze usage. You can control cookies through your browser settings; however, disabling cookies may affect Website functionality.

## 9. Children's Privacy

This Website is not directed at children under the age of 13. We do not knowingly collect personal information from children under 13. If you believe a child under 13 has submitted personal information to us, please contact us immediately so we can delete it.

## 10. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or applicable law. The updated policy will be posted on this page with a revised effective date. Your continued use of the Website after any changes constitutes your acceptance of the updated policy.

## **11. Contact Us**

If you have questions, concerns, or requests regarding this Privacy Policy or your personal information, please contact us:

OSO Physical Therapy

1726 Clement Ave, Alameda, CA 94501

Email: [dan.hirai@osophysicaltherapy.com](mailto:dan.hirai@osophysicaltherapy.com)

Phone: (510) 915-1448

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