

Privacy Policy

Effective Date: January 1, 2024

Revision Date: January 1, 2025

NY Practice Partner (“we,” “our,” or “us”) is committed to protecting the privacy of the individuals and healthcare practices we serve. This Privacy Policy outlines how we collect, use, disclose, and safeguard information when providing our services, including medical billing, credentialing, virtual front desk, and practice marketing.

By engaging with NY Practice Partner, you consent to the practices described in this policy.

1. Who We Are

NY Practice Partner is a healthcare service organization that supports medical practices through revenue cycle management, administrative solutions, and marketing services. We are not an Electronic Health Record (EHR) system or software vendor. Instead, we serve as a **business associate** to our client practices, helping them operate efficiently and grow sustainably.

2. Information We Collect

We collect two categories of information:

a. Client Practice Information

- Practice name, address, contact information
- Tax ID, NPI, and provider credentials
- Billing and payer information
- User accounts and preferences
- Marketing performance metrics (if applicable)

b. Patient Data (on behalf of clients)

In performing services like billing or credentialing, we may process **protected health information (PHI)** or **personally identifiable information (PII)** provided by our clients. This information may include:

- Patient names, contact details, and insurance info
- Treatment dates and diagnosis codes

- Claim and payment history

We do **not collect this data for our own use**. It is handled strictly on behalf of our clients and governed by Business Associate Agreements (BAAs).

3. We Use the Information

We use collected information only to:

- Deliver contracted services to client practices
- Communicate with clients regarding services, updates, or support
- Fulfill compliance obligations under HIPAA or other regulations
- Improve service delivery and operational efficiency

We do **not** use patient information for marketing or advertising purposes.

4. Sharing and Disclosure

We do **not sell**, rent, or lease your information or patient data.

We may share information with:

- Subcontractors or vendors assisting in service delivery (under proper agreements)
- Government agencies or legal entities if required by law or regulation
- Authorized individuals within the client practice

All disclosures follow strict compliance and security protocols.

5. Data Security

We implement industry-standard administrative, physical, and technical safeguards to protect all information we handle. These include:

- Encrypted data transmission
- Access controls and authentication
- Regular audits and monitoring
- Staff training in HIPAA compliance

While no system can guarantee 100% security, we are committed to continuously maintaining and improving protections.

6. Business Associate Agreement (BAA)

As a service provider to covered entities under HIPAA, we sign a [Business Associate Agreement](#) with each client. The BAA outlines our responsibilities in protecting PHI and maintaining confidentiality, security, and proper use of data.

7. Data Retention

We retain client and patient-related data only as long as necessary to fulfill the purpose for which it was collected or as required by law. Upon contract termination, we provide options for secure data return or destruction.

8. Your Choices & Rights

Clients may:

- Request access to information we maintain
- Request updates or corrections to practice data
- Terminate services and request secure data return
- Contact us with privacy-related questions at any time

9. Children's Privacy

Our services are intended for professional healthcare providers and are **not directed at children** under the age of 13. We do not knowingly collect or process data from children.

10. Updates to This Policy

We may update this Privacy Policy periodically. Any changes will be posted on our website with the "Revision Date" updated accordingly. We encourage you to review this policy regularly.