

Privacy Policy for EasyConsult

Effective Date: April 12, 2025

EasyConsult ("EasyConsult," "we," "us," or "our") is committed to protecting the privacy and security of our users' personal and health information. This Privacy Policy explains how we collect, use, and safeguard the information you share with us through our platform (<https://easyconsult.zimamedical.com>).

By accessing and using our services, you agree to the terms outlined in this Privacy Policy.

1. Scope of Services

EasyConsult is a telemedicine platform operated by Zima Concierge Medical Services, PLLC, offering asynchronous online medical consultations for adults in Texas. The services provided include evaluation and treatment for a range of non-emergent medical conditions.

We do not offer real-time video or phone calls, and we do not use SMS-based messaging. All consultations and communications occur securely through our HIPAA-compliant platform.

1. Information We Collect

When you use EasyConsult, we may collect and process the following types of personal and medical information:

- **Identity Data:** Full name, date of birth, gender, phone number, email address, and geographic location (state of residence).
- **Health Information:** Medical history, symptoms, medications, allergies, diagnoses, test results, and images (if uploaded).
- **Payment Information:** Credit/debit card information or other payment method details collected through a secure third-party payment processor.
- **Technical Information:** IP address, device type, browser information, and website usage data through cookies and analytics tools.

We collect only the minimum necessary information required to deliver safe and effective medical care.

1. How We Use Your Information

EasyConsult uses your personal and health information for the following purposes:

- To evaluate your medical condition and provide appropriate medical advice, treatment, or prescriptions.
- To create and manage your account and patient dashboard.
- To fulfill legal obligations related to medical documentation and HIPAA compliance.
- To communicate with you about your treatment plan or account activity via secure messaging within our platform.
- To improve our services through analytics and feedback, using only de-identified or aggregate data.

1. Data Storage and Security

All data collected through EasyConsult is stored on HIPAA-compliant secure servers located in the United States. We use industry-standard encryption (including 128-bit SSL) to protect the confidentiality and integrity of your data during transmission and storage. We implement administrative, physical, and technical safeguards to prevent unauthorized access, loss, or misuse of your protected health information (PHI).

1. Sharing of Information

We do not sell, rent, or lease your personal or medical information to third parties. Your information may be shared only under the following circumstances:

- With licensed medical providers affiliated with EasyConsult who are responsible for your care.
- With pharmacy services, if a prescription is issued and transmitted.
- When required by law or government authorities, including the U.S. Department of Health and Human Services (HHS) in the event of an audit or investigation.
- With subcontractors or service providers (e.g., hosting or payment processors) who are contractually obligated to safeguard your information under HIPAA standards.

1. Your Rights Under HIPAA

You have the right to:

- Request access to and obtain a copy of your medical records.
- Request corrections to your personal health information if you believe it is inaccurate or incomplete.
- Request restrictions on the use or disclosure of your information (we may not be obligated to comply).
- Request communications by alternative means or at alternative locations.
- Request an accounting of disclosures of your health information (excluding those made for treatment, payment, or healthcare operations).
- Revoke prior authorizations to use or disclose your information, unless already acted upon.

To exercise any of these rights, please contact us at contact@zimamedical.com

1. Cookies and Technical Tracking

We may use cookies and similar technologies to enhance your experience, such as remembering your login session, tracking usage for analytics, and maintaining your preferences. Cookies do not collect sensitive medical or personal identity information. You may control cookies through your browser settings, but disabling them may affect your experience on the platform.

1. Account Deletion

If you wish to delete your account and personal data from EasyConsult, please send your request to contact@zimamedical.com. Upon confirmation, we will delete or anonymize your information unless retention is required by law (e.g., for medical records).

1. Children's Privacy

EasyConsult is intended only for users 18 years or older. We do not knowingly collect or process information from anyone under the age of 18.

1. Changes to This Policy

We may update this Privacy Policy from time to time to reflect changes in legal, regulatory, or operational requirements. Material changes will be posted prominently on our website with an updated "Effective Date." Your continued use of our services after such changes indicates your acceptance of the revised policy.

1. Contact Information

If you have questions, concerns, or requests related to this Privacy Policy or your personal health information, you may contact us at:

Zima Concierge Medical Services, PLLC

12030 Bandera Rd, Suite 128

Helotes, Texas 78023

Email: contact@zimamedical.com

Website: <https://easyconsult.zimamedical.com>

This Privacy Policy was last updated on April 12, 2025.