



Privacy Policy for Nova MFM

Effective Date: April 1, 2026

Nova MFM is committed to protecting the privacy and security of your personal and health information. This Privacy Policy describes how we collect, use, and disclose your information in compliance with applicable federal and Washington State laws, including the Health Insurance Portability and Accountability Act (HIPAA) and the Washington State My Health My Data Act.

1. Information We Collect

We collect the following categories of information:

Personal Information

- Name, address, phone number, email address
- Date of birth and emergency contact information
- Insurance and payment details

Protected Health Information (PHI)

- Medical history, diagnoses, treatment plans
- Medications and prescriptions
- Lab results, imaging, and clinical notes

Consumer Health Data (Washington-Specific)

Under Washington law, we may collect “consumer health data,” including:

- Information related to your physical or mental health conditions
- Health-related behaviors and preferences

- Information collected through patient portals, forms, or telehealth tools

Technical and Telehealth Data

- Device information, IP address, browser type
 - Audio/video data from telehealth sessions
 - Platform usage data (e.g., login times, session duration)
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2. How We Use Your Information

We use your information to:

- Provide, coordinate, and manage your healthcare
- Conduct telehealth consultations and remote care
- Process payments and insurance claims
- Communicate with you about appointments, results, and care
- Meet legal, regulatory, and public health obligations
- Improve our services, systems, and patient experience

We only use and disclose your information as permitted or required by law.

3. Telehealth Privacy Practices

When you participate in telehealth services:

- We use secure, HIPAA-compliant platforms whenever possible
- Sessions may include audio, video, and electronic communications
- We take reasonable steps to ensure confidentiality, but no system is completely risk-free
- You are encouraged to participate in telehealth sessions from a private, secure location

Recording Policy:

Telehealth sessions will not be recorded without your explicit written consent, except where permitted or required by law.

4. How We Share Your Information

We may share your information with:

- Healthcare providers involved in your care
- Health plans, insurers, and billing processors
- Telehealth technology vendors (under strict confidentiality and data protection agreements)
- Public health authorities and regulatory agencies as required
- Legal authorities when required by law

We do not sell your personal or health data, including consumer health data as defined under Washington law.

5. Your Rights (HIPAA and Washington State)

You have the following rights:

Under HIPAA:

- Access and obtain copies of your medical records
- Request corrections to inaccurate information
- Request restrictions on certain uses or disclosures
- Request confidential communications
- Receive an accounting of disclosures

Under Washington's My Health My Data Act:

- Confirm whether we collect, share, or sell your consumer health data
- Access and delete your consumer health data (subject to legal exceptions)
- Withdraw consent for collection or sharing of your data
- Receive a list of third parties with whom your data has been shared

To exercise your rights, please contact us using the information below.

6. Data Security

We maintain administrative, technical, and physical safeguards designed to protect your information, including:

- Encryption of electronic communications when appropriate
 - Secure storage systems and access controls
 - Staff training on privacy and data protection
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7. Data Retention

We retain your information in accordance with Washington State record retention laws and professional standards. When no longer required, your information will be securely disposed of or de-identified.

8. Third-Party Services and Patient Portals

If you use our website or patient portal:

- Your data may be processed by secure third-party service providers
 - These providers are contractually required to safeguard your information
 - You should use strong passwords and protect your login credentials
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9. Changes to This Privacy Policy

We may update this Privacy Policy periodically. Updates will be posted with a revised effective date. Material changes will be communicated as required by law.

10. Contact Information

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

Nova MFM
1370 116th Ave NE Ste 203
Bellevue, WA 98004
(425) 459-2550
Info@novamfm.com

You may also file a complaint with the U.S. Department of Health and Human Services or the Washington State Attorney General's Office if you believe your rights have been violated.

Acknowledgment

By receiving services from Nova MFM, including telehealth services, you acknowledge that you have been informed of this Privacy Policy.
