



IOP Behavioral Health Privacy Policy

Effective: 10/09/2026

Overview

IOP Behavioral Health, LLC ("IOP Behavioral Health," "we," "us," or "our") respects your privacy. This Privacy Policy explains how information may be collected, used, disclosed, and protected when you visit or interact with our website and related online services.

This Privacy Policy applies to information collected through our website. It does not replace our Notice of Privacy Practices, which explains how we handle protected health information (PHI) in connection with services we provide to patients.

Information We May Collect

Depending on how you interact with our website, we may collect:

- Contact information you voluntarily provide, such as your name, telephone number, email address, and information submitted through a contact or inquiry form.
- Information related to your inquiry or request for services.
- Technical information such as IP address, browser type, device information, pages visited, and general website usage information.
- Information collected through cookies, analytics tools, or similar technologies.

How We Use Information

We may use information collected through the website to:

- Respond to questions, requests, and inquiries.
- Provide information about our services.
- Coordinate or follow up regarding requested services.
- Operate, maintain, secure, and improve our website.
- Understand website usage and improve the user experience.
- Comply with applicable laws and protect our rights, users, and organization.

Protected Health Information

If you become a patient of IOP Behavioral Health, information relating to your treatment may constitute protected health information under HIPAA. Our use and disclosure of PHI is governed by our Notice of Privacy Practices and applicable privacy laws.

Notice of Privacy Practices: [IOP Notice of Privacy Practices](#)

Cookies and Analytics

Our website may use cookies, analytics, or similar technologies to operate the website, understand website traffic, improve functionality, and evaluate how visitors use our site. You may be able to control cookies through your browser settings.

Sharing of Information

We may share information with service providers or other parties when reasonably necessary to operate our website, provide requested services, process communications, maintain technology, or comply with legal requirements.

We do not sell personal information collected through our website.

Mobile Phone Numbers and SMS Consent

SMS consent is voluntary and is provided through an affirmative action, such as selecting an unchecked SMS consent checkbox or completing another clearly disclosed opt-in process. Consent to receive SMS/text messages is not a condition of receiving services. Messages may include appointment scheduling, intake, care coordination, billing, and

other administrative communications. Message frequency may vary. Message and data rates may apply. Reply STOP to opt out of further messaging or HELP for assistance. Required SMS disclosures will be displayed where the telephone number is collected. We do not sell or share mobile phone numbers or SMS/text-message opt-in information, including phone numbers and SMS consent, with third parties or affiliates for their own marketing or promotional purposes. Mobile opt-in information is used only to provide the messaging services you have requested and to support related communications, except where disclosure is required by law. SMS consent is not transferable to another company or organization.

Electronic Communications

If you contact us electronically, we may use the information you provide to respond to your request. Please do not submit highly sensitive medical information through a general website contact form unless specifically instructed to do so.

Telehealth and Electronic Services

IOP Behavioral Health may use electronic communications, telehealth technology, electronic referrals, and other technology-enabled services in connection with patient care. Patient information used in connection with these services is handled according to applicable privacy and security requirements and our Notice of Privacy Practices.

AI-Assisted Technology

IOP Behavioral Health may use artificial intelligence, machine learning, automated transcription, ambient listening, or other technology-enabled tools now or in the future to support documentation, administrative workflows, or other permitted activities.

When such technology is used with patient or other protected information, it will be subject to applicable privacy, security, and confidentiality requirements. Technology-assisted documentation is intended to support—not replace—professional judgment. Information generated or captured through these tools may be reviewed and verified by authorized personnel.

Security

We use reasonable administrative, technical, and organizational safeguards designed to protect information from unauthorized access, use, alteration, or disclosure. No internet transmission or electronic storage system can be guaranteed to be completely secure.

Third-Party Websites and Services

Our website may contain links to third-party websites or services. We are not responsible for the privacy practices or content of third-party websites. We encourage you to review the privacy policies of those websites before providing information.

Data Retention

We retain website information for as long as reasonably necessary for the purposes for which it was collected, to meet business and legal obligations, resolve disputes, and enforce agreements.

Children's Privacy

Our services and website are not directed to children under 13. We do not knowingly collect personal information from children under 13 through the website.

Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Changes will be posted on this page with an updated effective date.

Contact Us

If you have questions about this Privacy Policy or our privacy practices, contact us:

IOP Behavioral Health, LLC
600 Sun Temple Dr
Madison, AL 35758
256-693-5301
agreeen@ibhus.com

Related Privacy Document

For information about how IOP Behavioral Health uses and discloses protected health information in connection with patient care, please review our Notice of Privacy Practices: [**IOP Notice of Privacy Practices**](#)