



**SUNSHINE SPECIALTY  
HEALTH CARE**

*Where your health is our priority!*



**ELITE RHEUMATOLOGY  
AND ARTHRITIS CENTER**  
**WE LISTEN. WE DIAGNOSE. WE HEAL.**

1727 Orlando Central Pkwy, Orlando, FL 32809.

Ph:(407)888-5980, Fax: (407)888-2492

Elite Rheumatology and Arthritis Center operates under the legal business name Sunshine Specialty Healthcare LLC

## **PRIVACY POLICY**

### **Introduction**

At Sunshine Specialty Healthcare LLC / Elite Rheumatology Arthritis Center, we are committed to protecting your privacy and ensuring a safe online experience for our users. This Privacy Policy outlines the types of information we collect, how we use it, and how we safeguard it. By using our website, you consent to the practices described in this policy.

### **Information We Collect**

We may collect personally identifiable information (PII) when you visit our website. The information we collect includes:

- **Contact Information:** Name, email address, phone number, and mailing address when you contact us or request services.
- **Health Information:** Any personal health information you provide for the purpose of appointment scheduling or receiving care, in compliance with HIPAA (Health Insurance Portability and Accountability Act).
- **Payment Information:** If applicable, billing and payment details for services rendered.

### **How We Use Your Information**

We use the information we collect to provide, manage, and improve our services. Specifically, we may use your information to:

- Respond to your inquiries and appointment requests.
- Provide healthcare services and treatment.
- Process payments and send you billing information.
- Send you important updates regarding our services, appointment reminders(Text messages), or changes to our policies.
- Comply with legal requirements, including HIPAA regulations.
- SMS opt-in and phone numbers collected for SMS communication purposes will not be shared with any third party and affiliates for marketing purposes."



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### **How We Protect Your Information**

We implement comprehensive safeguards—physical, electronic, and administrative—to ensure the confidentiality, integrity, and security of your personal information. Our practices adhere to the highest security standards, including compliance with HIPAA security regulations, to protect your data from unauthorized access, use, or disclosure. We also implement additional protective measures mentioned below:

- **Access Controls:** We restrict access to your personal data to only those employees or contractors who need it to provide healthcare services or perform other necessary functions.
- **Data Retention:** We retain your personal information only for as long as needed to fulfill the purposes outlined in this policy, or as required by law.

### **Third-Party Disclosure**

We do not sell, trade, or rent your personal information to third parties. Your SMS consent to receive text messages (for appointment reminders/payments) is NOT shared with any third party. However, we may share your information with trusted third-party service providers for the following purposes:

- **Healthcare Providers and Specialists:** To coordinate your care.
- **Payment Processors:** To process payments and handle billing.
- **Legal or Regulatory Authorities:** If required by law or in response to legal processes, subpoenas, or regulatory requests.

These third parties are contractually obligated to keep your information confidential and use it only for the purposes for which we've engaged them.

### **YOUR RIGHTS**

As a patient, you have the following rights regarding your personal information:

- **Access:** You may request access to the personal information we hold about you.



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- **Correction:** You may request corrections to any inaccurate or incomplete information.
- **Deletion:** You may request the deletion of your personal information, subject to applicable laws.
- **Opt-Out:** You may opt-out of receiving text messages from us at any time.

### **Links to Third-Party Websites**

Our website may contain links to third-party websites for your convenience or to provide additional resources. We are not responsible for the privacy practices or content of these websites, and we encourage you to review their privacy policies before providing any personal information.

### **Changes to This Privacy Policy**

We reserve the right to update or change this Privacy Policy at any time. Any changes will be posted on this page with an updated "Effective Date." We encourage you to review this Privacy Policy periodically to stay informed about how we are protecting your personal information.

**CONTACT US:** If you have any questions or concerns about this Privacy Policy, or if you would like to exercise any of your rights, please contact us at [info@sunshinespecialtyhealthcare.com](mailto:info@sunshinespecialtyhealthcare.com) Or Call us at 407 888 5980. Mail to : Sunshine Speciality Health Care LLC/ Elite Rheumatology And Arthritis Center, 1727 Orlando Central Pkwy, Orlando, FL 32809.

**PATIENT NAME :**

**DOB:**

**SIGNATURE and DATE:**



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## **SMS TERMS AND CONDITIONS**

### **1- SMS Consent Communication:**

The information (Phone Numbers) obtained as part of the SMS consent process will not be shared with third parties for marketing purposes.

### **2- Types of SMS Communications:**

If you have consented to receive text messages from Sunshine Speciality Health Care/ Elite Rheumatology and Arthritis Center, you may receive messages related to the following:

- Appointment reminders
- Follow-up messages
- Billing Payments
- Clinic/Provider visit Surveys

**Example:** "Hello, this is a friendly reminder of your upcoming appointment with Dr. [Name] at [1727 Orlando Central Pkwy, Orlando, FL 32809] on [Date] at [Time]. You can reply STOP to opt out of SMS messaging from Sunshine Speciality Health Care/Elite Rheumatology and Arthritis Center at any time." For assistance text HELP. Message frequency may vary. Message and data rates may apply.

### **3- Message Frequency:**

Message frequency may vary depending on the type of communication. For example, you may receive up to Two SMS messages per week related to your [appointments/billing, etc.].

### **4- Potential Fees for SMS Messaging:**

Please note that standard message and data rates may apply, depending on your carrier's pricing plan. These fees may vary if the message is sent domestically or internationally.

**5- Opt-In Method:** You may opt-in to receive SMS messages from Sunshine Speciality Health Care/Elite Rheumatology Arthritis Center in the following ways:



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- By submitting an online form: [SMS Consent – Sunshine Specialty Healthcare](#)

#### **6- Opt-Out Method:**

You can opt out of receiving SMS messages at any time. To do so, simply reply "STOP" to any SMS message you receive. Alternatively, you can contact us directly to request removal from our messaging list.

#### **7- Help:**

If you are experiencing any issues, you can reply with the keyword HELP. Or, you can get help directly from us at [Sunshine Specialty Healthcare – Sunshine Specialty Healthcare](#) or call us at 407-888-5980.

#### **Additional Options:**

If you do not wish to receive SMS messages, you can choose not to check the SMS consent box on our forms.

#### **8- Standard Messaging Disclosures:**

Message and data rates may apply.

You can opt-out at any time by texting "STOP."

For assistance, text "HELP" or visit our Privacy Policy [Privacy Policy – Sunshine Specialty Healthcare](#) and SMS Terms and Conditions [Privacy Policy – Sunshine Specialty Healthcare](#).  
Message frequency may vary

**PATIENT NAME :**

**DOB:**

**SIGNATURE and DATE:**