

INTEGRITY MEDICAL GROUP

Website Privacy Policy

Legal entity	Axis Medical Services LLC dba Integrity Medical Group
Effective Date	September 15th 2026
Last Updated	September 15th 2026
Applies to	www.img-fl.com and the online services operated by Integrity Medical Group
Owner	Madeline Perez, Privacy Officer

This Policy covers information collected through our website. Protected health information created in the course of your care is governed by our Notice of Privacy Practices. Section 2 explains the difference.

1. Introduction and Scope

Axis Medical Services LLC dba Integrity Medical Group ("IMG," "we," "us," or "our"), operates this website to provide information about our practice, our physicians and providers, and the services available at our Central Florida locations. This Privacy Policy explains what information we collect through the website, how we use it, with whom we share it, and the choices available to you.

This Policy applies to the website on which it is posted and to the online forms, appointment request tools, contact and chat features, and marketing communications that IMG operates. It does not apply to any third party website, application, or service that we do not control, even if you reach it through a link on our site.

IMG is the trade name under which Axis Medical Services LLC provides services. References in this Policy to IMG mean Axis Medical Services LLC and the affiliated professional entities through which care is delivered at our locations.

By using this website you acknowledge that you have read and understood this Policy. If you do not agree with it, please do not use the website.

2. Important Notice Regarding Protected Health Information

IMG is a covered entity under the Health Insurance Portability and Accountability Act of 1996 and its implementing regulations at 45 C.F.R. Parts 160 and 164, known together as HIPAA. HIPAA governs how we handle protected health information, meaning individually identifiable health information created or received in connection with your treatment, payment for that treatment, or our health care operations.

Protected health information is governed by our Notice of Privacy Practices, not by this Policy. The Notice of Privacy Practices describes your rights regarding your medical record, the circumstances in which we may use or disclose protected health information with and without your written authorization, and how to file a complaint. You may obtain a copy at any IMG location, from our Privacy Officer using the contact information in Section 20, or at [insert link to the Notice of Privacy Practices].

Where information you submit through this website is protected health information, HIPAA and the Notice of Privacy Practices control, and this Policy applies only so far as it is consistent with them. The rest of this Policy addresses information collected through the website that is not protected health information, such as general marketing inquiries, employment applications, website analytics, and communication preferences.

Please do not include detailed medical information, diagnoses, test results, or clinical images in a general website contact form or in ordinary email. Standard email and public web forms are not secure methods of transmitting sensitive health information. Use our patient portal or telephone the office for those communications.

3. Information We Collect

A. Information you provide directly. We collect information you choose to submit. Depending on the form, that may include your name, mailing address, email address, telephone number, date of birth, preferred location, the reason you are contacting us, insurance or attorney information you volunteer, the date and nature of an accident or injury, appointment preferences, and any other content you include in a message. If you apply for employment we collect the information in your application and resume, including work history and professional credentials. If you are a referring provider, attorney, case manager, or vendor, we collect your business contact information and the details of your inquiry.

B. Information collected automatically. When you visit the website, we and our service providers may automatically collect technical information including your Internet Protocol address, device type, operating system, browser type and version, screen resolution, language setting, the website or search term that referred you, the pages and content you view, the links you click, the dates and times of your visits, and the approximate geographic region derived from your network address. We collect this through cookies, pixels, tags, software development kits, server logs, and similar technologies described in Section 4.

C. Information from other sources. We may receive information about you from referring physicians, attorneys, case managers, insurance carriers, advertising and analytics partners, and publicly available sources, and we may combine it with information we collect through the website. Information received from a health care provider or health plan in connection with your care is protected health information and is handled under our Notice of Privacy Practices.

D. Information we do not request through the website. We do not ask for Social Security numbers, financial account numbers, payment card numbers, or government identification numbers through general website forms. Please do not submit that information through a web form or by ordinary email.

4. Cookies, Pixels, and Similar Technologies

A cookie is a small text file that a website places on your device so that it can recognize your browser on a later visit. A pixel, sometimes called a tag or a web beacon, is a small piece of code embedded in a page or an email that records when that page or message is loaded. We use these technologies for the purposes described below.

A. Strictly necessary. Technologies required to operate the website, route traffic, maintain session integrity, balance server load, and guard against fraudulent or malicious activity. These cannot be declined, because the site will not function without them.

B. Functional. Technologies that remember your preferences, such as your selected location, language, or accessibility settings, so that you do not have to enter them again.

C. Analytics and performance. Technologies that help us understand how visitors find and use the website, which pages are most useful, where visitors encounter difficulty, and how the site performs across devices. We use the results in aggregate to improve the site.

D. Advertising and marketing. Technologies that help us measure the effectiveness of our advertising, limit how often the same advertisement is shown to you, and present information about our services to people who have visited our website or who resemble our existing audience. These technologies may be operated by advertising and social media companies and may involve sharing online identifiers with those companies.

We recognize that advertising and analytics technologies carry particular sensitivity on the website of a health care provider, because the pages a person visits can suggest something about that person's health. We therefore maintain the following practices.

A. We evaluate each tracking technology before it is deployed and we document the categories of data it collects and the vendor that receives them.

B. We do not deploy advertising or analytics technologies on pages that require you to log in to a patient account or portal, on pages that display individual clinical information, or on forms where a patient submits clinical detail.

C. Where a vendor would receive protected health information on our behalf, we execute a business associate agreement with that vendor before the technology is enabled, or we do not enable it.

D. We configure analytics tools to mask or truncate network addresses where the tool supports that setting, and we disable features that would transmit the contents of form fields.

E. We review the tracking technologies in use on the website periodically and remove those that are not necessary.

Section 5 describes how you can control these technologies.

5. Your Choices Regarding Tracking and Advertising

A. Browser and device controls. Most browsers let you block or delete cookies through their settings, and most also let you review and remove cookies that have already been placed. Mobile operating systems offer a setting that limits advertising identifiers. These controls are the most direct way to limit the technologies described in Section 4. Blocking cookies may cause parts of the website to function improperly.

B. Automated browser signals. Some browsers and browser extensions transmit automated preference signals, such as Do Not Track or Global Privacy Control. No uniform standard governs how a website must interpret these signals, and our website does not currently detect or respond to them. If you want us to stop using your information for marketing or advertising purposes, tell us directly using the contact information in Section 20 and we will honor your request.

C. Contacting us directly. You do not need a browser setting or a preference tool to exercise a choice. Write, call, or email us using the information in Section 20 and state what you want us to stop doing. We will act on the request and confirm when it is done.

D. Industry programs. The Digital Advertising Alliance and the Network Advertising Initiative each offer a tool that lets you opt out of interest based advertising from participating companies. Those tools are operated by those organizations and not by IMG.

E. Marketing email. Every marketing email we send contains an unsubscribe link, and you may also contact us using the information in Section 20. Unsubscribing from marketing email does not stop transactional or clinical messages such as appointment confirmations, billing notices, and messages about your care.

6. How We Use Information

We use the information described in this Policy for the following purposes.

- A. To respond to your inquiry, to schedule or confirm an appointment, and to route your request to the appropriate location or department.
- B. To operate, maintain, secure, and improve the website and to diagnose technical problems.
- C. To understand how visitors use the website and to measure the performance of our content and campaigns.
- D. To communicate with you about our services, locations, providers, health education content, and events, subject to the choices described in Sections 5 and 7.
- E. To evaluate applications for employment and to communicate with applicants.
- F. To coordinate with referring providers, attorneys, case managers, and other business contacts.
- G. To detect, investigate, and prevent fraud, abuse, security incidents, and activity that is unlawful or that violates our terms of use.
- H. To comply with legal obligations, to respond to lawful requests from government authorities, and to establish, exercise, or defend legal claims.
- I. To create aggregated or deidentified information that does not identify any individual, which we may use for any lawful purpose. We do not attempt to reidentify information once it has been deidentified.

7. Text Messaging Terms

- A. Consent. When you provide your mobile telephone number and affirmatively opt in, you agree to receive text messages from IMG. Depending on the program you join, those messages may include appointment reminders and confirmations, instructions for a visit, referral and prescription notifications, billing and account notices, satisfaction surveys, and information about our services.
- B. Consent is not required for care. Agreeing to receive text messages is not a condition of receiving treatment at IMG and is not a condition of any purchase. You may receive care from us without agreeing to text messaging.
- C. Message frequency. Message frequency varies with the programs you join and with your activity at our practice.
- D. Cost. Message and data rates may apply. IMG does not charge for text messages, but your mobile carrier may. Contact your carrier for details about your plan.
- E. Carrier liability. Mobile carriers are not liable for delayed or undelivered messages.
- F. How to stop messages. Reply STOP to any message to stop receiving texts from the program that sent it. You will receive one confirmation message and then no further messages from that program. You may also revoke consent by telephoning any IMG location, by telling a staff member during your visit, by replying with any other reasonable expression of your intent to stop receiving messages, or by writing to us using the information in

Section 20. We will process a revocation promptly and in every case within the period that applicable law requires.

G. Multiple programs. IMG may send text messages through more than one platform, telephone number, or short code. A STOP request sent to one program stops that program. If you want all text messages from IMG to stop, tell us so and we will remove your number from our messaging platforms.

H. How to get help. Reply HELP to any message, or contact us using the information in Section 20.

I. If your number changes. If you change or give up your mobile telephone number, please tell us promptly so that messages intended for you are not sent to someone else.

J. Clinical information in text messages. Standard text messaging is not an encrypted or secure channel. Messages may be stored on your device and on carrier systems, and anyone with access to your device may be able to read them. We limit the clinical detail included in text messages. If you prefer that we not send appointment or care information by text, tell us and we will use another method.

K. How we handle your mobile number. We do not sell mobile telephone numbers. We do not share mobile telephone numbers or text messaging consent with third parties for their own marketing purposes. We share them only with the messaging service providers that transmit messages on our behalf under contract.

8. How We Share Information

We share information in the following circumstances.

A. Service providers. We share information with vendors that perform services for us, including website hosting and development, email and text message delivery, appointment scheduling, customer relationship management, analytics, advertising, call answering and recording, document storage, security monitoring, and professional advisory services. These vendors may use the information only to perform services for us. Where a vendor handles protected health information we enter into a business associate agreement as HIPAA requires.

B. Advertising and analytics partners. Subject to Sections 4 and 5, we share limited online identifiers and activity data with advertising and analytics companies so that we can deliver and measure advertising.

C. Within our organization. We share information among IMG locations, affiliated professional entities, and management entities as needed to respond to you and to operate the practice.

D. Professional referral relationships. With your knowledge or at your direction we exchange information with referring physicians, attorneys, imaging and therapy providers, and other parties involved in your care or your claim. Exchanges involving protected health information follow HIPAA and our Notice of Privacy Practices.

E. Legal and safety. We disclose information when we believe in good faith that disclosure is required by law, regulation, subpoena, court order, or other legal process, or is necessary to protect the rights, property, or safety of IMG, our patients, our workforce, or the public.

F. Business transactions. If IMG is involved in a merger, acquisition, financing, reorganization, sale of assets, or a similar transaction, information may be transferred as part of that transaction, subject to the protections described in this Policy and to HIPAA where it applies.

G. At your direction. We share information as you request or authorize.

We do not sell personal information for money. Some state privacy laws define "sale" and "sharing" broadly enough to reach the disclosure of online identifiers to advertising partners for targeted advertising. So far as the advertising technologies described in Section 4 amount to a sale or sharing under those definitions, you may opt out as described

in Section 5 and Section 10. We do not sell or share the personal information of any individual we know to be under 16 years of age.

9. Data Retention

We retain information for as long as it is needed for the purposes described in this Policy, and afterward for any period required by law, by our professional obligations, or by the need to resolve disputes and enforce agreements. Retention periods vary by record type.

- A. Medical records are retained in accordance with Florida law and applicable licensing requirements. Rule 64B8-10.002 of the Florida Administrative Code generally requires a physician to maintain written medical records for five years from the last patient contact, and longer periods apply in some circumstances.
- B. Website inquiry and appointment request records are retained for the period needed to respond and to document the interaction.
- C. Marketing contact records are retained until you unsubscribe, and afterward only as needed to honor your opt out.
- D. Employment application records are retained in accordance with federal and state recordkeeping requirements.
- E. Website log and analytics data are retained on the schedule configured in each tool, ordinarily no longer than twenty six months.

When information is no longer needed we destroy, erase, or deidentify it using methods appropriate to the sensitivity of the information and to the medium on which it is stored.

10. Your Privacy Rights

- A. Rights under HIPAA. If you are an IMG patient you have rights regarding your protected health information, including the right to inspect and obtain a copy of your record, to request an amendment, to receive an accounting of certain disclosures, to request restrictions on use and disclosure, to request confidential communications, and to receive notice following a breach. These rights are described in our Notice of Privacy Practices and are exercised through the process set out there.
- B. Rights under state consumer privacy laws. A number of states have enacted consumer privacy laws that give their residents rights to know what personal information a business has collected, to obtain a copy, to correct inaccuracies, to request deletion, to opt out of targeted advertising and of the sale or sharing of personal information, and to be free from discrimination for exercising those rights. Most of those laws exempt protected health information, and many exempt HIPAA covered entities entirely. Where such a right applies to information we hold about you, we will honor it.
- C. Florida residents. The Florida Digital Bill of Rights, Sections 501.701 through 501.722 of the Florida Statutes, applies only to a narrow class of very large technology companies and does not apply to IMG. Florida residents nonetheless retain their rights under HIPAA and under the Florida statutes governing medical records and data breach notification.
- D. Our practice regardless of jurisdiction. We will respond to a reasonable request to access, correct, or delete personal information we maintain about you outside of your medical record, and to a request to stop marketing communications, whether or not a statute compels us to do so.

E. How to exercise a right. Submit a request using the contact information in Section 20 and state the right you wish to exercise. We will take steps to verify your identity before acting, which ordinarily means confirming information we already hold about you. We do not use verification information for any other purpose. An authorized agent may submit a request on your behalf with written documentation of that authority.

F. Timing and appeal. We will respond within the period applicable law requires, generally forty five days, and we may extend that period where the law allows if we notify you. If we decline your request we will tell you why. If you believe we declined wrongly, you may appeal by replying to our response, and we will review the appeal and answer in writing.

G. No retaliation. We will not deny services, charge a different price, or provide a different level of service because you exercised a privacy right.

11. Data Security

We maintain an information security program with administrative, physical, and technical safeguards designed to protect information against unauthorized access, use, disclosure, alteration, and destruction. Our safeguards include workforce training, access controls based on job role, unique user credentials, multifactor authentication for remote and administrative access, encryption of data in transit across public networks and of data at rest on systems that support it, network monitoring and logging, vulnerability management and patching, vendor risk review, business associate agreements, backup and recovery procedures, and an incident response plan that is tested and kept current.

No method of transmission over the Internet and no method of electronic storage is completely secure, and we cannot guarantee absolute security. You have a role as well. Protect your patient portal credentials, do not share them, choose a strong and unique password, log out when you finish a session, and tell us immediately if you believe your account has been accessed without your permission.

12. Notification of a Security Incident

If we determine that a security incident has compromised your information, we will notify you as the law requires.

A. Under HIPAA we will give notice of a breach of unsecured protected health information without unreasonable delay and within sixty days of discovery, and we will notify the Secretary of the United States Department of Health and Human Services, and in larger incidents prominent media outlets, as the regulations require.

B. Under the Florida Information Protection Act, Section 501.171 of the Florida Statutes, we will give notice to affected Florida residents as expeditiously as practicable and within thirty days after determining that a breach occurred, subject to the limited extensions the statute allows, and we will notify the Florida Department of Legal Affairs when the incident affects five hundred or more Florida residents.

C. Where residents of other states are affected we will comply with the notification requirements of those states.

13. Privacy of Children and Minors

This website is directed to adults and is not designed for use by children. We do not knowingly collect personal information from a child under 13 through the website for our own purposes.

A parent or legal guardian may submit information about a minor patient in connection with that minor's care. Information submitted in that context is protected health information and is handled under HIPAA and our Notice of Privacy Practices.

If we learn that we have collected personal information from a child under 13 through the website outside of a treatment relationship, we will delete it. A parent or guardian who believes a child has submitted information through the website may contact us using the information in Section 20 and we will remove it.

Florida law allows a minor to consent to certain categories of care without parental involvement, and records of that care receive heightened confidentiality protection. Those protections are addressed in our Notice of Privacy Practices.

14. Links to Other Websites and Embedded Content

This website contains links to other websites, which may include insurance carriers, hospital systems, patient education resources, online scheduling and payment platforms, and social media profiles. It may also embed content hosted elsewhere, such as videos, maps, and review widgets. When you follow a link or interact with embedded content, the operator of that service may collect information about you under its own privacy policy, and that collection can begin as soon as the content loads.

We do not control those services and we are not responsible for their content or their privacy practices. We encourage you to read the privacy policy of any website you visit.

15. Social Media and Online Reviews

IMG maintains profiles on social media platforms and appears on review and rating sites. If you post a comment, review, message, or photograph on one of those platforms, that platform's privacy policy governs what it does with your content, and your post may be visible to the public.

Please do not post clinical details, test results, or images of a medical condition on a public platform. HIPAA restricts what IMG may say in a public response. If you post about your care, we will not confirm or deny that you are a patient and we will not discuss your treatment publicly. We will ask you to contact us directly so that we can address your concern through a channel where we are able to speak freely. If you have a complaint about your care or about our privacy practices, please contact us directly using the information in Section 20.

16. Employment Applicants

If you apply for a position with IMG through this website or through a hiring platform we use, we collect and process the information you submit in order to evaluate your application, communicate with you, verify credentials and work history, and comply with employment and licensing requirements. We retain applicant records as federal and state recordkeeping rules require. Background screening and other inquiries made before hire are conducted separately, with your authorization, under the Fair Credit Reporting Act and applicable state law.

17. Accessibility

We work to make this website usable by people with a wide range of abilities. If you encounter a barrier that prevents you from reaching information or completing a task on our site, please contact us using the information in Section 20 and tell us what you were trying to do. We will provide the information or the assistance you need by another method.

18. Users Outside the United States

This website is operated in the United States and is intended for users located in the United States. If you access it from another country you do so on your own initiative and you are responsible for compliance with local law.

Information we collect is processed and stored in the United States, where privacy laws differ from those of other jurisdictions.

19. Changes to This Policy

We may update this Policy to reflect changes in our practices, our technology, or the law. When we make a material change we will post the revised Policy on this page and update the Last Updated date at the top. Where a change materially affects how we handle information we have already collected, we will provide a more prominent notice. Your continued use of the website after a revised Policy is posted constitutes acceptance of the change. We encourage you to review this page periodically. Prior versions of this Policy are available on request.

20. How to Contact Us

To ask a question about this Policy, to exercise a privacy right, to report a concern, or to request a copy of our Notice of Privacy Practices, contact us as follows.

Privacy Officer	Madeline Perez
Mailing address	Axis Medical Services LLC dba Integrity Medical Group 1801 Lee Rd. Suite 304 Winter Park, FL 32789
Telephone	(321) 765-4373
Email	admin@img-fl.com
Website	www.img-fl.com

If you are an IMG patient and you believe your privacy rights under HIPAA have been violated, you may file a complaint with us using the contact information above, and you may also file a complaint with the Office for Civil Rights of the United States Department of Health and Human Services, 200 Independence Avenue SW, Washington, D.C. 20201, or online at www.hhs.gov/ocr/privacy/hipaa/complaints. We will not retaliate against you for filing a complaint.