

## PRIVACY POLICY

*Transparency and security for the modern athlete.*

**Effective Date: June 1, 2026**

### OUR COMMITMENT TO YOU.

Your privacy is as important to us as your performance. We do not sell your personal data. We collect only the information necessary to schedule your sessions, optimize your care, and communicate effectively. This policy describes exactly how we handle your information when you visit and interact with this website.

**Important:** This Privacy Policy governs website visitor data and general communications. If you are a patient receiving clinical care, your Protected Health Information (PHI) is additionally governed by our **Notice of Privacy Practices**, available at [www.adaptivmvt.com/notice-of-privacy-practices](http://www.adaptivmvt.com/notice-of-privacy-practices).

## 1. INFORMATION WE COLLECT

### Information You Provide Directly

When you interact with this website, we may collect the following information you provide voluntarily:

- Name, email address, and phone number submitted through contact or inquiry forms
- Information submitted when booking a Performance Strategy Call (Discovery Call)
- Email address submitted to join our newsletter or performance insights list
- Any messages or inquiries you send through contact portals

We collect only what is necessary for the purpose you are engaging with. We do not collect sensitive medical or health information through this website. Clinical health information is collected only through our secure, HIPAA-compliant patient portal (Jane App) after your initial consultation.

### Automatically Collected Information

When you visit this website, certain information may be collected automatically by our platform and analytics tools:

- IP address and general geographic location (city/region level)
- Browser type and version
- Device type and operating system
- Pages visited, time spent on pages, and navigation paths
- Referring website or source (how you found us)

This information is used solely to understand how visitors use our website so we can improve performance, content, and user experience. It is not linked to your personal identity unless you have also submitted a contact form or signed up for communications.

## 2. HOW WE USE YOUR INFORMATION

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We use the information we collect strictly for the following purposes:

- **Scheduling & Intake:** To process and confirm Performance Strategy Call bookings and route you to the appropriate intake process through Jane App.
- **Communication:** To respond to your direct inquiries, questions, and messages submitted through our website.
- **Marketing & Newsletters:** To send performance insights, educational content, and practice updates to subscribers who have opted in. You may unsubscribe at any time.
- **Website Improvement:** To analyze how visitors use our site and improve functionality, content, and user experience.
- **Legal Compliance:** To comply with applicable federal and California state laws and regulations.

**AdaptivMVMT will never:** sell your personal information, share it with advertisers, use it for purposes beyond those listed above, or send you unsolicited communications if you have not opted in.

## 3. THIRD-PARTY PARTNERS

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We use the following third-party platforms to operate our practice efficiently. Each partner receives only the data necessary to perform their specific function and is bound by their own privacy standards and applicable law.

### Current Third-Party Partners

- **Jane App — Patient Scheduling & Secure Intake:** Jane App is our HIPAA-compliant practice management and scheduling platform. It handles appointment booking, patient intake forms, and clinical records. Jane App has signed a Business Associate Agreement (BAA) with this Practice. Patient health information entered through Jane App is governed by our Notice of Privacy Practices, not this Privacy Policy. Learn more at [janeapp.com](http://janeapp.com).
- **Go High Level / Lead Connector (CRM) — Marketing & Lead Management:** We use a CRM platform (Go High Level / Lead Connector) to manage new lead inquiries, newsletter subscribers, and marketing communications. This platform handles contact information for prospective clients and opted-in subscribers. It does not receive Protected Health Information (PHI) from existing patients. Note: If you are an existing patient and we communicate with you through this platform, a separate Business Associate Agreement may apply — see our Notice of Privacy Practices.
- **Google Analytics — Website Analytics (if applicable):** We may use Google Analytics to collect anonymized data about how visitors use our website, including pages viewed, time on site, and traffic sources. This data is aggregated and does not identify you personally. Google Analytics uses cookies to collect this data. You may opt out of Google Analytics tracking by installing the Google Analytics Opt-Out Browser Add-on at [tools.google.com/dlpage/gaoptout](http://tools.google.com/dlpage/gaoptout). If we are not currently using Google Analytics, this section does not apply.

**Note:** This list reflects our current platform partners and will be updated as our technology stack changes. Check the Effective Date at the top of this page for the most recent version.

## 4. COOKIES & TRACKING TECHNOLOGIES

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Our website may use cookies — small text files stored on your device — and similar tracking technologies to improve your experience and analyze site usage. Types of cookies we may use:

- **Essential Cookies:** Required for basic website functionality such as navigation and form submission. These cannot be disabled without affecting site performance.
- **Analytics Cookies:** Used to collect anonymized data about how visitors use our site (e.g., Google Analytics, if active). These help us improve content and user experience.
- **Marketing Cookies:** May be set by our CRM platform to track engagement with our marketing communications if you have opted into our newsletter or lead communications.

You can control or disable cookies through your browser settings at any time. Note that disabling certain cookies may affect website functionality. California residents may also exercise their rights under the CCPA/CPRA as described in Section 6 below.

## 5. CLINICAL INFORMATION & HIPAA

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**This website is not intended for the transmission of Protected Health Information (PHI).** Please do not submit sensitive medical records, imaging, diagnosis information, or specific health histories through website contact forms, scheduling tools, or any non-secure channel.

Clinical information is collected only through our secure, HIPAA-compliant patient portal (Jane App) after your initial consultation and intake process is complete.

**No Doctor-Patient Relationship:** Using this website, reading our content, or scheduling a Performance Strategy Call does not establish a clinical or doctor-patient relationship with Dr. Michael Yip, PT, DPT, or AdaptivMVMT. That relationship is established only after an in-person evaluation and signing of all required intake and consent documentation.

**Patients:** Your Protected Health Information is governed by our Notice of Privacy Practices, available at [www.adaptivmvt.com/notice-of-privacy-practices](http://www.adaptivmvt.com/notice-of-privacy-practices), which provides your full rights under HIPAA and California's Confidentiality of Medical Information Act (CMIA).

## 6. YOUR RIGHTS & CONTROLS

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### For All Website Visitors

- **Opt Out of Marketing:** You may unsubscribe from our newsletter or marketing communications at any time by clicking the unsubscribe link in any email or contacting us directly at [michael@adaptivmvt.com](mailto:michael@adaptivmvt.com).
- **Request Access or Deletion:** You may request to access, correct, or delete personal information we hold about you (such as your name and email from a contact form submission) by contacting us at [michael@adaptivmvt.com](mailto:michael@adaptivmvt.com).
- **Withdraw Consent:** Where we rely on your consent to process your data (e.g., newsletter subscription), you may withdraw that consent at any time.

### California Residents — CCPA / CPRA Rights

If you are a California resident, you have additional rights under the California Consumer Privacy Act (CCPA) and California Privacy Rights Act (CPRA) with respect to personal information that is not PHI or CMIA-protected medical information (i.e., non-patient website data):

- Right to know what personal information we collect, use, and share
- Right to request deletion of your personal information
- Right to correct inaccurate personal information
- Right to opt out of the sale or sharing of your personal information (we do not sell personal information)
- Right to limit use of sensitive personal information
- Right to non-discrimination for exercising your privacy rights

To exercise any of these rights, contact us at: [michael@adaptivmvt.com](mailto:michael@adaptivmvt.com). We will respond within 45 days as required by California law.

Note: PHI and CMIA-protected medical information held about you as a patient is exempt from CCPA/CPRA and is instead governed by our Notice of Privacy Practices and the stricter protections of HIPAA and the CMIA.

## 7. DATA SECURITY

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We take reasonable technical and organizational measures to protect the personal information we collect from unauthorized access, disclosure, alteration, or destruction. These measures include:

- Use of HIPAA-compliant platforms (Jane App) for all clinical data
- Secure, encrypted transmission of data submitted through our website (HTTPS)
- Limiting access to personal information to authorized personnel only
- Regular review of our data collection and storage practices

No method of transmission over the internet or electronic storage is 100% secure. While we strive to protect your information, we cannot guarantee absolute security. In the event of a data breach affecting your personal information, we will notify you as required by applicable California and federal law.

## 8. CHILDREN'S PRIVACY

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This website is not directed to children under the age of 13 and we do not knowingly collect personal information from children under 13. If you believe a child under 13 has provided us with personal information, please contact us immediately at [michael@adaptivmvt.com](mailto:michael@adaptivmvt.com) and we will delete that information promptly.

## 9. CHANGES TO THIS PRIVACY POLICY

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We reserve the right to update this Privacy Policy at any time to reflect changes in our practice, technology partners, or legal requirements. When we make changes, we will update the Effective Date at the top of this page. Your continued use of this website after any changes constitutes your acceptance of the updated policy. We encourage you to review this page periodically.

Material changes (such as new data sharing practices) will be communicated via a notice on our website homepage for a reasonable period before taking effect.

## 10. CONTACT US

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If you have questions, concerns, or requests regarding this Privacy Policy or our data practices, please contact us:

**Practice:** AdaptivMVMT Physical Therapy & Performance, Inc.

**Address:** 101 S Chapel Ave, Unit 101, Alhambra, CA 91801

**Email:** michael@adaptivmvt.com

**Phone:** (626) 475-9308

**Website:** www.adaptivmvt.com

For patient privacy rights under HIPAA and CMIA, see our **Notice of Privacy Practices** at [www.adaptivmvt.com/notice-of-privacy-practices](http://www.adaptivmvt.com/notice-of-privacy-practices).