

Privacy Policy

Effective Date: January 1, 2026

Reserve Health, PC (“Reserve Health,” “we,” “our,” or “us”) is committed to protecting the privacy and security of your information. This Privacy Policy explains how we collect, use, disclose, and safeguard information obtained through our website, www.reservehealth.com (the “Site”). By using this Site, you agree to the terms of this Privacy Policy.

1. Information We Collect

Personal Information You Voluntarily Provide. You may choose to provide personal information when you submit a contact form, request information about our services, or communicate with us via email. This information may include your name, email address, phone number, organization, and any other information you choose to provide.

Automatically Collected Information. When you visit the Site, certain information may be collected automatically, including your IP address, browser type and version, device information, pages visited, time spent on the Site, and referring website.

2. Use of Information

We use the information we collect to respond to inquiries and requests, provide and improve our services, operate and maintain the Site, monitor and analyze usage and trends, protect the security and integrity of our systems, and comply with legal and regulatory obligations. Reserve Health does not sell, rent, or trade personal information.

3. Health Information and HIPAA

This Site is not intended for the submission of protected health information (PHI). Please do not submit medical or clinical information through website forms or email. If you are a patient of Reserve Health, the use and disclosure of your PHI is governed by our Notice of Privacy Practices, provided separately in accordance with the Health Insurance Portability and Accountability Act (HIPAA).

4. Cookies and Tracking Technologies

The Site may use cookies or similar technologies to enhance user experience and analyze site performance. You may adjust your browser settings to refuse cookies; however, doing so may limit certain features of the Site.

5. Disclosure of Information

We may disclose information to service providers who assist in operating the Site and who are subject to confidentiality obligations; to comply with applicable federal or state laws, regulations, subpoenas, or legal processes; or to protect the rights, property, or safety of Reserve Health, our patients, clients, employees, or others.

6. Data Security

We implement reasonable administrative, technical, and physical safeguards designed to protect information from unauthorized access, use, or disclosure, consistent with applicable federal and North Carolina law. While we strive to protect your information, no method of transmission over the internet or electronic storage is completely secure.

7. North Carolina Privacy Rights

Reserve Health complies with applicable North Carolina privacy and data security laws, including requirements related to the confidentiality of medical and personal information. To the extent North Carolina law provides greater privacy protections than federal law, we will apply the more protective standard.

8. Third-Party Links

The Site may contain links to third-party websites. Reserve Health is not responsible for the privacy practices or content of those third-party sites. We encourage users to review the privacy policies of any external sites they visit.

9. Children's Privacy

The Site is not directed to children under the age of 13, and Reserve Health does not knowingly collect personal information from children.

10. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated effective date. Continued use of the Site after changes are posted constitutes acceptance of the revised policy.

11. Contact Information

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