

Midland Medicine

Privacy Policy

Last updated: June 25, 2026

Introduction

Midland Medicine (“Midland Medicine,” “we,” “us,” or “our”) respects your privacy and is committed to protecting the information you provide when you visit <https://midlandmedicine.com/> (the “Website”) or otherwise interact with our online services (collectively, the “Services”).

This Privacy Policy explains how Midland Medicine collects, uses, discloses, and otherwise processes information through the Website and Services. It also describes certain rights and choices you may have regarding your information. By using the Website or Services, you acknowledge that you have read and understood this Privacy Policy.

Important Healthcare Privacy Notice

This Privacy Policy applies to information collected through the Website and related online services. It does not replace Midland Medicine’s Notice of Privacy Practices, which may apply to protected health information (“PHI”) Midland Medicine collects in connection with medical treatment, payment, or healthcare operations.

If Midland Medicine is subject to HIPAA, PHI Midland Medicine receives in connection with healthcare services may be governed by HIPAA and Midland Medicine’s Notice of Privacy Practices rather than solely by this Privacy Policy.

Information We Collect

Midland Medicine may collect the following categories of information, depending on how you interact with the Website and Services:

1. Information You Provide

- name, email address, phone number, mailing address, and other contact information you voluntarily provide;
- information you submit through website contact forms, if any;
- information you may provide in connection with future third-party appointment request or scheduling tools linked from the Website; and
- information you choose to provide when contacting Midland Medicine.

2. Information Collected Automatically

- IP address, browser type, device identifiers, operating system, and referring URLs;

- pages viewed, links clicked, dates and times of visits, time spent on pages, and similar usage information;
- approximate geolocation derived from IP address; and
- information collected through cookies, Google Analytics, and similar technologies.

3. Information Related to Third-Party Services

If you click through to a third-party service linked from the Website, such as Stripe for payment processing or a future third-party appointment request platform, that third party may collect information directly from you under its own privacy practices.

How We Use Information

Midland Medicine may use information collected through the Website and Services to:

- operate, maintain, improve, and secure the Website and Services;
- respond to inquiries and communicate with you;
- understand Website usage and performance, including through Google Analytics;
- support payment functionality provided through third-party services linked from the Website;
- support future appointment-request or scheduling functionality offered through third-party services linked from the Website;
- comply with legal obligations, enforce Midland Medicine's Terms of Service, and protect Midland Medicine, its patients, users, and others; and
- carry out any other purpose disclosed at the time the information is collected or otherwise permitted by law.

How We Disclose Information

Midland Medicine may disclose information:

- to vendors and service providers that help operate the Website or provide related services, such as website hosting providers, analytics vendors, payment processors, and future scheduling vendors;
- to professional advisors such as attorneys, accountants, auditors, and insurers;
- to comply with applicable law, legal process, subpoena, or governmental request;
- to protect the rights, safety, and property of Midland Medicine, its patients, users, or others, or to enforce Midland Medicine's agreements and policies;
- in connection with a business transaction such as a merger, acquisition, financing, reorganization, or sale of assets; or
- with your consent or at your direction.

Midland Medicine may also use or disclose aggregated, de-identified, or anonymized information where permitted by law.

Cookies and Google Analytics

Midland Medicine and its service providers may use cookies and similar technologies to understand Website usage, improve functionality, and analyze traffic.

Midland Medicine uses Google Analytics to help understand how visitors use the Website. Google Analytics may collect information such as IP address, browser type, device information, pages visited, time spent on pages, and interactions with the Website through cookies and similar technologies. To learn more about how Google collects and processes data, visit <https://policies.google.com/technologies/partner-sites>. You can also opt out of Google Analytics by installing the Google Analytics Opt-out Browser Add-on made available by Google.

Third-Party Links and Services

The Website may contain links to third-party websites, platforms, or services, including Stripe for payment processing and, in the future, third-party appointment request or scheduling services. Midland Medicine does not control and is not responsible for the privacy practices, content, or security of third-party websites or services. If you choose to use a third-party service, your information will be governed by that third party's own privacy policy, terms, and security practices.

Data Security

Midland Medicine uses reasonable administrative, technical, and physical safeguards designed to protect personal information collected through the Website. However, no website, internet transmission, or electronic storage system can be guaranteed to be completely secure, and Midland Medicine cannot guarantee absolute security.

Data Retention

Midland Medicine retains personal information for as long as reasonably necessary for the purposes described in this Privacy Policy, including to provide the Services, comply with legal obligations, resolve disputes, enforce agreements, and protect Midland Medicine's interests.

Your Choices

You may have choices regarding your information, including adjusting your browser settings to manage cookies and contacting Midland Medicine to update information you have voluntarily provided through the Website.

Midland Medicine does not currently use the Website to operate newsletters, marketing email campaigns, chat widgets, or text-message marketing tools.

Children's Privacy

The Website and Services are not directed to children under the age of 13, and Midland Medicine does not knowingly collect personal information from children under 13 through the Website.

State Privacy Rights

Depending on your state of residence and applicable law, you may have certain rights regarding personal information collected through the Website, such as rights to request access to, correction of, or deletion of certain information. Midland Medicine will review and respond to applicable privacy requests in accordance with governing law and may need to verify your identity before responding.

Changes to This Privacy Policy

Midland Medicine may update this Privacy Policy from time to time. If we make changes, we will revise the "Last updated" date above and may provide additional notice where appropriate.

Contact Us

If you have questions about this Privacy Policy, please contact:

Midland Medicine

Website: <https://midlandmedicine.com/>

Email: hunteratkins@midlandmedicine.com