

PREP
PERFORMANCE CENTER
WEBSITE PRIVACY POLICY

Updated Date: August 24, 2026

Introduction

PREP Performance Center, LLC (“PREP,” “we,” “us,” or “our”) respects your privacy and is committed to protecting the personal information you provide to us.

This Website Privacy Policy describes how we may collect, use, maintain, protect, and disclose information when you visit our website (“Website”), submit an online form, request information, communicate with us electronically, or interact with digital services that link to this Privacy Policy.

This Website Privacy Policy is separate from PREP’s HIPAA Notice of Privacy Practices, which describes how PREP may use and disclose Protected Health Information (“PHI”) in connection with healthcare services.

By using our Website, you acknowledge the practices described in this Privacy Policy.

We may update this Privacy Policy periodically. Changes will be posted on this page with an updated revision date.

Information We May Collect

Depending on how you interact with PREP, we may collect information you voluntarily provide, including:

- Name
- Email address
- Telephone number
- Mailing address
- Age or date of birth when appropriate
- Parent or guardian information
- Athlete or participant information
- Appointment preferences

- Service or program of interest
- Referral source
- Information submitted through contact forms
- Information submitted through appointment request forms
- Event, assessment, program, or workshop registrations
- Survey responses
- Communications with PREP
- General information regarding an injury, condition, symptoms, performance goals, or reason for seeking services
- Other information you voluntarily provide

Website Forms and Online Inquiries

PREP may provide Website forms allowing visitors to:

- Contact PREP
- Request an appointment
- Request a consultation
- Ask about physical therapy or rehabilitation services
- Request information regarding performance services
- Request a performance, running, movement, or other assessment
- Register for programs, workshops, or events
- Request educational resources
- Communicate with our team

Information submitted through these forms may be used to respond to your request and connect you with the appropriate PREP service or team member.

Sensitive Information

Unless a form specifically requests it and provides an appropriate submission method, please do not submit highly sensitive information through general Website forms, including:

- Social Security numbers
- Complete payment card information
- Detailed medical records
- Insurance identification information
- Highly sensitive medical information
- Other confidential information unrelated to your initial inquiry

If additional medical, insurance, financial, or other sensitive information is necessary, PREP may direct you to an appropriate patient registration, electronic medical record, payment, or secure

communication system.

Health Information Submitted Through the Website

Because PREP provides physical therapy, rehabilitation, injury prevention, sports performance, and related healthcare services, visitors may voluntarily submit information regarding an injury, diagnosis, surgery, symptoms, treatment history, or other health-related information.

When information collected or maintained by PREP constitutes Protected Health Information under HIPAA, PREP will handle that information in accordance with applicable law and our Notice of Privacy Practices.

Submission of a general Website inquiry does not necessarily establish a provider-patient relationship with PREP.

Information Concerning Minors

PREP provides services and programs to children and youth athletes.

Website forms concerning minors should be completed by, or with appropriate authorization from, a parent or legal guardian when required.

By submitting personal information regarding a minor, you represent that you are authorized to provide that information to PREP.

Children under age 13 should not independently submit personal information through our Website.

If we learn that we have collected personal information directly from a child under age 13 without appropriate authorization, we will take reasonable steps to delete or otherwise appropriately address that information.

How We Use Information

PREP may use information collected through our Website to:

- Respond to inquiries
- Schedule appointments or consultations
- Determine which PREP service may be appropriate
- Provide requested information
- Register participants for events, assessments, workshops, or programs
- Communicate with prospective and existing patients
- Provide educational resources
- Process transactions when applicable

- Improve our Website and services
- Understand Website usage
- Evaluate marketing effectiveness
- Maintain Website and information security
- Prevent fraud or misuse
- Maintain appropriate business records
- Meet legal and regulatory requirements
- Fulfill another purpose disclosed when information is collected

Email, Telephone, and Text Communications

By providing your contact information and asking PREP to contact you, you authorize us to respond using the information you provide, subject to applicable law.

PREP may communicate with patients and prospective patients through telephone, email, text message, patient communication platforms, or other authorized communication methods.

Standard email and text messaging may not always be completely secure.

Please avoid sending sensitive medical, financial, or personally identifiable information through unsecured email or text unless appropriately instructed.

Marketing Communications

PREP may offer newsletters, educational resources, event announcements, service updates, promotions, and other marketing communications.

Where consent is required, PREP will obtain appropriate consent.

You may unsubscribe from marketing emails through the unsubscribe instructions contained in those communications.

You may opt out of promotional text messages using the opt-out instructions contained in the message.

Consent to marketing communications is not a condition of receiving healthcare services from PREP.

Opting out of marketing does not prevent PREP from sending necessary appointment, treatment, billing, transactional, or other non-marketing communications as permitted by law.

Cookies and Automatic Data Collection

When you visit our Website, certain technical information may be collected automatically, including:

- IP address
- Browser type
- Device type
- Operating system
- Pages visited
- Date and time of visits
- Referring website
- General geographic information derived from an IP address
- Information about how visitors interact with our Website

PREP may use cookies and similar technologies to support Website functionality, understand Website performance, improve user experience, and evaluate marketing efforts.

You may be able to control cookies through your browser settings. Certain Website functions may not operate properly if cookies are disabled.

Analytics, Pixels, Advertising, and Tracking Technologies

Our Website may use analytics tools, cookies, pixels, tags, and similar technologies for Website operations, analytics, security, advertising, or marketing purposes.

PREP recognizes that healthcare websites require particular care regarding tracking technologies.

PREP does not intend to disclose PHI to advertising, analytics, or tracking technology companies in violation of HIPAA or other applicable law.

When a third-party technology provider receives PHI on PREP's behalf and qualifies as a Business Associate under HIPAA, PREP will take appropriate steps required by law, which may include entering into a Business Associate Agreement and limiting the information disclosed.

PREP may evaluate tracking technologies used on pages involving appointment requests, healthcare inquiries, patient portals, medical information, or other interactions that may involve identifiable health information.

Acceptance of cookies or this Website Privacy Policy does not constitute a HIPAA authorization where a specific authorization is legally required.

Third-Party Websites and Services

PREP may use or link to third-party services for:

- Scheduling
- Patient communications
- Electronic medical records
- Payment processing
- Online forms
- Social media
- Educational resources
- Analytics
- Marketing
- Other business operations

Independent third-party services may maintain their own privacy policies and terms.

PREP is not responsible for the privacy practices of independent third-party websites or services that are not acting on PREP's behalf.

When third-party vendors perform services for PREP involving PHI, PREP will address applicable HIPAA requirements.

Payment Information

When online payments are available, payment information may be processed by a third-party payment processor.

PREP may receive transaction-related information such as the amount paid, transaction date, customer or patient information, and transaction status.

Please submit payment card information only through payment methods specifically provided or authorized by PREP.

Disclosure of Information

PREP may disclose Website information to service providers that help us operate our practice, including providers of:

- Website hosting
- Information technology
- Scheduling
- Electronic medical records
- Billing

- Payment processing
- Communications
- Data storage
- Analytics
- Marketing
- Professional services

We may also disclose information:

- With your consent
- To fulfill your request
- When required or permitted by law
- In response to appropriate legal process
- To protect PREP's rights, property, or safety
- To prevent fraud or misuse
- In connection with a merger, acquisition, restructuring, or transfer of business assets

PHI is subject to additional protections under HIPAA, other applicable laws, and PREP's Notice of Privacy Practices.

Data Security

PREP uses reasonable administrative, physical, and technical safeguards designed to protect personal information against unauthorized access, use, alteration, disclosure, loss, or destruction.

However, no Website, email system, database, or internet transmission can be guaranteed to be completely secure.

Data Retention

PREP retains personal information for as long as reasonably necessary to fulfill the purposes for which it was collected and to satisfy applicable healthcare, legal, regulatory, contractual, insurance, accounting, and business requirements.

Medical records and PHI may be subject to separate retention requirements.

Your Privacy Choices

Depending on applicable law, you may contact PREP to request that we:

- Correct certain personal information
- Update your contact information

- Update your communication preferences
- Stop sending marketing communications
- Address questions concerning information submitted through the Website

Requests concerning medical records or PHI may be governed by HIPAA, other applicable laws, and PREP's Notice of Privacy Practices.

Changes to This Privacy Policy

PREP may periodically revise this Website Privacy Policy to reflect changes in our Website, services, technologies, business practices, or legal requirements.

The most current version will be posted on our Website with its effective or revision date.

Contact PREP

Questions regarding this Website Privacy Policy may be directed to:

PREP Performance Center, LLC

Privacy Officer:

Dr. Mary Catherine Casey, PT, DPT

Owner & Founder

Address:

3066 N Clybourn Avenue

Chicago, IL 60618

Phone:

(773) 609-1847

Email:

info@prepperformancecenter.com

Website:

prepperformancecenter.com