

Crown Valley Imaging

Unified Privacy, HIPAA, and Financial Policy

Crown Valley Imaging, LLC and Crown Valley Radiologists, Inc., A Professional Medical Corporation (collectively, "Crown Valley Imaging," "CVI," "we," "us," or "our")

Effective Date: January 1, 2025

1) Overview

This unified policy combines our (a) Privacy Policy for the patient payment portal, (b) HIPAA Notice of Privacy Practices (NPP), and (c) Financial and Payment Policy. By using our services or the Portal, you agree to all terms below.

2) Privacy Policy – Payment & Portal Use

Scope

CVI operates patient-facing online and mobile payment and billing services ("Portal"). This Privacy Policy explains how we collect, use, and safeguard information—including limited protected health information (PHI)—when you make payments, review billing statements, or otherwise interact with the Portal.

Information We Collect

Personal Information: name, address, phone, email, date of birth. **Billing Information:** payment method, transaction details, amounts due, payment confirmations. **Health-Related Information:** limited PHI in invoices, CPT codes, procedure names, referring provider data. **Technical Information:** IP address, device/browser type, time zone, usage data.

Use of Information

We process payments and manage billing; communicate about balances; comply with HIPAA, CCPA/CPRA, and other laws; prevent fraud and maintain security; and meet legal, accounting, and audit obligations.

Disclosures

We may disclose information to Business Associates under HIPAA BAAs; affiliated entities; regulatory authorities; financial institutions; and successors in interest. We do not sell patient data or permit advertising trackers.

Retention & Security

Records are retained as required by law (typically 6–7 years or longer if required). We maintain safeguards consistent with the HIPAA Security Rule and PCI DSS v4.0.

Cookies

Functional cookies for session management and security only; no advertising cookies.

Your Rights

HIPAA: access, amendment, restrictions, accounting of disclosures, and a paper copy of this policy. CCPA/CPRA and similar state laws grant access, correction, deletion, or opt-out rights. Contact our Privacy Officer for assistance.

Children

Portal use is limited to individuals 18 years and older.

Updates

We may revise this policy at any time. Continued use after updates constitutes acceptance.

3) HIPAA Notice of Privacy Practices

This Notice describes how medical information about you may be used and disclosed and how you can get access to this information. We are required by law to maintain the privacy of your protected health information (PHI) and to abide by this Notice.

Our Pledge Regarding Your Medical Information

We create a record of your care to provide quality service and comply with legal requirements. Under the law, CVI must: (1) keep information identifying you private; (2) give you this Notice describing our legal duties and privacy practices; and (3) follow the terms of the Notice currently in effect.

Who Sees and Shares My Medical Information

For Treatment. We may use and disclose information to doctors, nurses, technologists, and other staff involved in your care or to outside providers assisting in your treatment, and may participate in secure Health Information Exchanges (HIEs). **For Payment.** So services are properly billed and paid. **For Healthcare Operations.** Quality assurance, credentialing, compliance audits, and training. **Reminders, Alternatives & Benefits.** We may contact you about appointments or related health services. **Individuals Involved in Your Care.** Using professional judgment, with family or others involved in your care or payment. **As Required by Law; To Avert a Serious Threat; Workers' Compensation; Health Oversight; Lawsuits and Disputes; Law Enforcement** — in the limited lawful circumstances permitted by law. Other uses require your written authorization, which you may revoke in writing at any time (prior disclosures cannot be undone).

Your Rights Regarding Your Information

Restrictions on use or disclosure (we are not required to agree). **Authorizations** for other disclosures, generally valid six months unless canceled. **Minors:** parents or guardians usually receive information unless restricted by law. **Access and Copies** by written request to the Privacy Officer (reasonable cost-based fees may apply). **Amendments** by written request with a supporting reason. **Changes to Privacy Practices** may be made effective for existing and future information; the latest version is posted at www.crownvalleyimaging.com. **Identity Verification** may be required to protect your records.

Questions or Complaints

Email support@cvimaging.net or call (949) 367-1010. You may also file a complaint with the U.S. Department of Health and Human Services. No retaliation will occur for filing a complaint.

4) Financial and Payment Policy

Patient Responsibility

Provide accurate insurance and demographic information and pay all co-pays, co-insurance, deductibles, and balances not paid by insurance.

Insurance Billing

CVI may bill your insurer as a courtesy; coverage is not guaranteed. You are responsible for all charges not paid by your insurer.

Payment Authorization

By paying through the Portal or storing a card, you authorize CVI and its processor to charge that card for balances due, including after insurance adjudication.

Refunds

Refunds are granted only for verified overpayments, duplicate charges, or unauthorized transactions, and are issued to the original payment method whenever possible.

Chargebacks

Please contact CVI first to resolve any dispute before initiating a chargeback. Unwarranted chargebacks may result in recovery of related administrative costs (up to \$35 per occurrence).

Credit Card Surcharge

Credit card payments to Crown Valley Imaging, LLC / Crown Valley Radiologists, Inc., APMC carry a **3.5% surcharge**, disclosed before you complete payment. Self-pay scans purchased through our online shop are charged the listed price with no surcharge.

Returned / Failed Payments

Returned ACH or check payments may incur a \$25 fee. CVI may reattempt failed payments.

No-Show / Late Cancellation Fees

Fees apply if you fail to cancel at least 24 hours in advance: \$50 per missed X-Ray or DEXA appointment; \$75 per missed CT or Ultrasound appointment; \$100 per missed MRI appointment.

Communications & e-Sign Consent

You consent to receive billing communications electronically (email, SMS, phone, Portal) and to use electronic signatures under E-SIGN and UETA.

Good Faith Estimates

Upon request or as required by law, CVI provides Good Faith Estimates for self-pay or uninsured patients.

Collections

Delinquent accounts may be referred to collections consistent with law. Required notices will be provided before any adverse credit reporting.

5) Federal and State Disclosures

CVI complies with HIPAA and all applicable state privacy laws. California residents have rights under the CCPA/CPRA (access, correction, deletion, limit use of sensitive personal information). Other states (e.g., CO, CT, UT, VA) grant similar rights. Contact the Privacy Officer to exercise these rights.

6) Contact Information

Privacy Officer — Crown Valley Imaging

Email: support@cvimaging.net | Phone: (949) 367-1010

Mailing address: 27401 Los Altos, Suite 150, Mission Viejo, CA 92691

Patient check-in: 27401 Los Altos, Suite 180, Mission Viejo, CA 92691