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 · Revised: August 24, 2026

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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.

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2) Privacy Policy – Payment Portal Use

Scope

CVI operates patient-facing online and mobile payment and billing services (“Payment Portal”). The Payment Portal is our billing and payment service and is separate from CVI Connect, our patient portal for imaging studies and radiology reports at connect.crownvalleyimaging.com, which is governed by its own Terms of Use and Privacy Policy.

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 Payment 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

Use of the Payment Portal and of CVI Connect is limited to individuals 18 years and older.

Contact

Privacy Officer – Crown Valley Imaging

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

Address: 27401 Los Altos, Suite 150, Mission Viejo, CA 92691

Updates

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

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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.

Detailed Notice of Privacy Practices

Our Pledge Regarding Your Medical Information

We understand that medical information about you and your health is personal.

We create a record of your care to provide quality service and comply with legal requirements.

This Notice explains how we may use and disclose medical information and your rights regarding that information.

Under the law, CVI must:

1. Make sure that information identifying you is kept private;
2. Give you this Notice describing our legal duties and privacy practices; and
3. Follow the terms of the Notice that is currently in effect.

Who Sees and Shares My Medical Information

For Treatment. We may use medical information about you to provide you with medical treatment or services.

We may disclose information to doctors, nurses, technologists, and other staff involved in your care or to outside providers assisting in your treatment.

Health Information Exchanges. CVI may participate in secure Health Information Exchanges (HIEs) allowing your treating providers to securely share clinical data to support continuity of care.

For Payment. We may use and disclose information so the services you receive at CVI are properly billed and paid for by your insurer or responsible party.

For Healthcare Operations. We may use and disclose information for office operations—quality assurance, credentialing, compliance audits, and training—while maintaining HIPAA compliance.

Appointment Reminders, Treatment Alternatives, and Health-Related Benefits. We may contact you about appointments or related health services.

Marketing. We may use contact details to inform you about CVI's services, treatment alternatives, or other health-related benefits that may interest you.

We may also notify you about offerings from our affiliates or partners.

Individuals Involved in Your Care. Using professional judgment, we may share information with family or others involved in your care or payment.

As Required by Law. We will disclose information when required by federal, state, or local law.

To Avert a Serious Threat to Health or Safety. We may disclose information to prevent a serious threat to your health or safety or the health/safety of others.

Workers' Compensation. We may release information for workers' compensation or similar programs.

Health Oversight Activities. We may disclose information for audits, inspections, licensure, and oversight authorized by law.

Lawsuits and Disputes. If involved in legal proceedings, we may disclose information in response to a court or administrative order, subpoena, or discovery request consistent with law.

Law Enforcement. We may disclose information to law-enforcement officials in limited lawful circumstances (e.g., court order, locating a suspect, reporting certain crimes or deaths).

Other uses and disclosures not covered by this Notice or by law require your written authorization.

You may revoke authorization in writing at any time, but prior disclosures made in reliance on your authorization cannot be undone.

Your Rights Regarding Your Information

Restrictions. You may request limitations on use or disclosure of your information for treatment, payment, or operations. We are not required to agree but will comply with approved requests unless needed for emergency care.

Authorizations. Other disclosures (e.g., to another person or organization) require your written authorization, generally valid for six months unless canceled sooner.

Minors. If under 18 and not legally able to consent for your own care, parents or guardians usually receive your medical information unless restricted by law.

Access and Copies. The fastest way to get your imaging studies and radiology reports is our patient portal, CVI Connect, at connect.crownvalleyimaging.com. After you verify your identity online, you can view your studies in a browser, download the DICOM image files, and share them with a physician through an expiring link — usually within minutes. Electronic copies obtained through the portal are provided to you free of charge. You may also request records in writing, which remains available as an alternative: write to Crown Valley Imaging, Attn: Privacy Officer, 27401 Los Altos, Suite 150, Mission Viejo, CA 92691, or contact our medical records team at medicalrecords@cvimaging.net or (949) 367-1010.

Timelines. Under California law you may inspect your records within 5 business days of a written request, and receive copies within 15 days of a written request (Cal. Health & Safety Code §123110). CVI Connect access is ordinarily much faster.

Fees. Electronic copies obtained through the patient portal are free. Reasonable, cost-based fees may apply only to paper copies or to another format you request, as permitted by 45 CFR §164.524(c)(4) and Cal. Health & Safety Code §123110. We will tell you any fee before we charge it.

No Withholding for Unpaid Balances. We do not condition access to your medical records or imaging on payment of an outstanding bill. Under Cal. Health & Safety Code §123110(j), your records are provided whether or not a balance is owed. The portal's bill-pay feature and its records access are entirely separate.

Form and Format. If you request an electronic copy of records we maintain electronically, we will provide it in the form and format you request where readily producible, and otherwise in a readable electronic form and format we agree on with you (45 CFR §164.524(c)(2)).

Amendments. You may request an amendment of your record if inaccurate or incomplete. Requests must be in writing with a supporting reason. CVI may deny requests that are not in writing, lack justification, or concern accurate information.

Changes to Privacy Practices. CVI may revise this Notice at any time and make the revised version effective for existing and future information. The latest version is posted at www.crownvalleyimaging.com.

Identity Verification. We may verify identity or take your photo to protect your records when you request access, copies, or amendments.

Confidential Communications. You may request that we communicate with you about medical matters by alternative means or at an alternative location — for example, at a specific phone number or a different mailing address. We will accommodate reasonable requests and will not ask you why (45 CFR §164.522(b)).

Breach Notification. You have the right to be notified if we discover a breach of unsecured protected health information about you (45 CFR §164.404).

Questions or Complaints. Email support@cvimaging.net or call (949) 367-1010. No retaliation will occur for filing a complaint.

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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 Payment 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. Refunds are issued to the original payment method whenever possible.

Chargebacks

You agree to 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 Surcharge. Credit card payments to Crown Valley Imaging, LLC / Crown Valley Radiologists, Inc., APMC carry a 3.5% surcharge, disclosed before you complete payment. The surcharge applies to payments for services only and never applies to obtaining your medical records. Self-pay scans purchased through our online shop are charged the listed price with no surcharge.

Medical Records Are Free. Obtaining copies of your own medical records and imaging through our patient portal at connect.crownvalleyimaging.com is free. Records access and billing are separate, and records are never withheld because of an outstanding balance (Cal. Health & Safety Code §123110(j)).

Returned / Failed Payments

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

No-Show / Late Cancellation Fees

No-Show or late-cancellation 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, Payment 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.

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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.

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6) Contact Information

Privacy Officer — Crown Valley Imaging

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

Mailing address: Crown Valley Imaging, LLC
Attn: Privacy Officer, 27401 Los Altos, Suite 150, Mission Viejo, CA 92691

Medical records requests: medicalrecords@cvimaging.net | (949) 367-1010

Patient portal: connect.crownvalleyimaging.com

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