

Privacy Policy

Last revised: November 11, 2025

INTRODUCTION

"Company," "we," "us," and "our" mean Rural Urgent Care, LLC and its parent companies, subsidiaries, and affiliates. In North Carolina, "Company," "we," "us," and "our" also include MainStreet and KidsStreet of North Carolina, PLLC. In Pennsylvania, they also include MainStreet and KidsStreet of Pennsylvania, PLLC. In South Carolina, they also include MainStreet and KidsStreet of South Carolina LLC.

Note on conflicts. If you have executed our Terms and Conditions and HIPAA Authorization and Medical Malpractice Agreement or Terms and Conditions and Medical Malpractice Agreement or HIPAA & DIGITAL TECHNOLOGY AUTHORIZATION (or similarly named documents) and/or Patient Account Terms of Use and Patient Account HIPAA Authorization, those documents control if there is a conflict with this Privacy Policy to the extent they say they do.

Purpose. This Privacy Policy describes how we collect, use, and disclose information about you through our online interfaces (e.g., websites and mobile applications) that we own or control, including www.mainstreetfamilycare.com, www.kidsstreeturgentcare.com, www.registerme.site, and other sites we use or utilize (collectively, the "Site"). Please read it carefully.

Other policies. For information about how we use and disclose protected health information ("PHI") related to your care, please see our Notice of Privacy Practices (NPP). The NPP—not this Privacy Policy—governs PHI. If there is a conflict between this Privacy Policy and the NPP regarding PHI, the NPP controls. If you are a patient and are using any of our sites or electronic tools, you must also have executed a HIPAA & DIGITAL TECHNOLOGY AUTHORIZATION (or similarly named authorization). That authorization is incorporated here by reference and controls where there is overlap.

Other terms. Your use of our Site, our clinics, and our services is also subject to our Terms of Use and, if you register for a visit or use our patient portal or other electronic tools, then our Terms and Conditions and HIPAA Authorization and Medical Malpractice Agreement or Terms and Conditions and Medical Malpractice Agreement and HIPAA & DIGITAL TECHNOLOGY AUTHORIZATION (or similarly named documents) apply.

DEFINITIONS

“Electronic Properties” means any website, web page, web application, kiosk, kiosk app, patient portal, or other electronic or online tool, channel, or service we own or control, whether public-facing or private/authenticated.

SCOPE; THIRD-PARTY SITES

This Privacy Policy applies only to information we collect at and through the Site and our other Electronic Properties that we own or control.

Our Site may link to third-party sites that we do not own or control. We are not responsible for the privacy practices of those sites. We encourage you to read their privacy statements.

NO PHI ON PUBLIC PAGES; OFFLINE ALTERNATIVE

Public pages are not for PHI. Do not submit medical information, test results, diagnoses, or other PHI through public pages, web forms, chat, or email. Use the secure Patient Portal or call a clinic for clinical matters.

Access without online tools. You may always receive in-person care using paper registration if you prefer not to use our Electronic Properties.

RELATIONSHIP TO HIPAA AUTHORIZATIONS AND STRICT GATING (PATIENTS VS. NON-PATIENTS)

By visiting or using the Site or Electronic Properties, you agree to this Privacy Policy and to our Terms of Use. If you do not agree, do not use the Site.

For any interactive feature (e.g., forms, account creation, online/electronic registration, kiosk, or portal access), you must accept the in-flow terms presented.

If you are a current or prior patient (or HIPAA otherwise covers our relationship): You may not use any of our Electronic Properties—public or private—unless you have executed our HIPAA & DIGITAL TECHNOLOGY AUTHORIZATION and we have it on file. Treatment is not conditioned on signing; you may always receive care using paper registration. If you are a patient and have not signed the Authorization, do not use our Site or Electronic Properties.

RELATIONSHIP TO OTHER DOCUMENTS

You will be asked to accept Terms and Conditions and Medical Malpractice Agreement and a HIPAA & DIGITAL TECHNOLOGY AUTHORIZATION (or similarly named documents) when registering for a visit or using the portal. If there is a conflict, and you are a party to any agreement signed at registration, those documents control to the extent they say they do.

INFORMATION WE COLLECT

Information you provide. We collect information you provide, for example when you create or modify an account, register, schedule, purchase, request information, or contact support. This may include name, contact information, addresses, date of birth, payment information, identifiers (e.g., driver's license), health information you choose to submit, and other information you provide through the Site.

Automatic collection (cookies/technologies). We and our service providers use cookies, pixels, web beacons, SDKs, and similar technologies to operate the Site, remember preferences, measure usage, detect and prevent fraud/security events, and (on public pages) for analytics and advertising.

You can adjust your browser or use our cookie/settings tools; certain Site features may not function without some cookies.

We may also collect device and network data (e.g., IP address, user-agent, approximate location, device identifiers).

CHILDREN

Public Site. Our public Site is not directed to children under 13, and we do not knowingly collect personal information from children under 13 on public pages. If we learn that we collected such information, we will delete it. For the portal/registration, a parent/guardian may act for a minor patient as allowed by law.

HOW WE USE INFORMATION

We use information to provide and improve the Site and services; operate accounts; process transactions; respond to inquiries; communicate about visits and services; maintain security; comply with law; and for other purposes described at collection. On public pages we may also use information for analytics and, where permitted, to deliver or measure advertising about our services.

RETENTION OF INFORMATION

We retain personal information only as long as necessary to fulfill the purposes outlined in this Policy or as required by applicable law, including medical recordkeeping obligations.

HOW WE SHARE INFORMATION

Service providers. We share information with vendors who perform services for us (hosting, security, measurement, support, payment processing) under contracts that limit their use to those services.

Legal, safety, and rights. We disclose information when we believe in good faith it is necessary to: comply with law or legal process; protect patients, users, the public, or our rights; and detect, prevent, or address security, fraud, or technical issues.

Business transfers. We may transfer information as part of a corporate transaction (e.g., merger, acquisition, restructuring, or asset sale).

With your direction or consent. We share information when you ask us to or consent (for example, when you connect a third-party service).

Advertising/analytics on public pages. We use analytics and, where permitted, advertising technologies on public pages.

Tracking technologies on PHI-related pages. If you have a relationship with us where HIPAA applies to our relationship, you may not use our sites or electronic services or tools unless you have executed a HIPAA waiver and/or other agreements with us where you allow third-party advertising or analytics pixels on login, registration, intake, or patient portal pages, or on any page where a visit or action could reasonably reveal PHI or a patient relationship. If you have not executed such a HIPAA waiver and/or other such agreements with us, you must exit the site and not use the site or our electronic services or platforms.

We may use and disclose aggregated, anonymized, or de-identified data that cannot reasonably be used to identify you. This may be used for internal analytics, research, or operational improvement. Such data is not subject to this Privacy Policy.

YOUR CHOICES & RIGHTS

Accounts and preferences. You can access certain account information via the Site (if applicable). You may update preferences, including communications, using available tools.

Marketing communications. You may opt out of marketing emails by using the unsubscribe link. Operational messages related to your visits, account, or requested services may still be sent.

State privacy rights. Depending on your state, you may have rights to request access, correction, deletion, and to opt out of certain processing (e.g., “sale”/“sharing”). We will honor applicable browser-based opt-out signals where required by law. If we ever “sell” or “share” personal information for cross-context behavioral advertising, we will provide a “Your Privacy Choices / Do Not Sell or Share” link and honor browser-based opt-out signals where required.

Patients without an Authorization. If you are a patient and have not executed the HIPAA & DIGITAL TECHNOLOGY AUTHORIZATION, do not use our Site or Electronic Properties; use paper registration at a clinic instead.

SECURITY

We use reasonable physical, technical, and administrative safeguards to protect information. No system is 100% secure. Communications sent through public email or ordinary text are not end-to-end encrypted; please do not send PHI using those channels.

CONSENT TO PROCESSING IN THE UNITED STATES

Our Sites and services are intended for people in the United States. By using the Site, you consent to processing in the U.S., where laws may differ from those in your location.

CHANGES TO THIS POLICY

When we update this Privacy Policy, we will revise the “Last revised” date and, for material changes, provide additional notice consistent with applicable law. Your continued use of the Site after the effective date constitutes acceptance of the updated Policy.

CONTACT

Questions or requests about this Privacy Policy:

Notices

1500 1st Ave North, Unit #3

Birmingham, AL 35203

Phone: 256-854-9989

Compliance

Any provision of law or regulation or judicial or administrative interpretation of same that invalidates, or otherwise is inconsistent with, the terms of this Policy that, in the reasonable judgment of either party, would cause one or both parties to be in violation of law or regulation shall be deemed to have suspended that term; provided, however, that the parties shall exercise their best efforts to accommodate the terms and intent of this Policy to the greatest extent possible consistent with the requirements of law and regulations. The parties agree the Company may propose substitute terms consistent with the spirit and intent of this Policy, and you agree to proceed under those substitute terms to the extent permitted by law.

Severability

If any part, term, or provision of this Policy, or related agreements, is held by a court of competent jurisdiction to be illegal or unenforceable, the remaining portions or provisions shall not be affected, and the rights and obligations of the parties shall be construed and enforced as

if this Policy did not contain the particular part, term, or provision held to be invalid, unless to do so would contravene the present valid and legal intent of the parties.