



PICKENS URGENT CARE & PRIMARY CARE

Privacy Policy

Last revised: October 3, 2026. This policy covers the Pickens website. Your medical record is covered by the Notice of Privacy Practices.

Who this policy is about. "Pickens," "we," "us," and "our" mean Pickens Urgent Care & Primary Care and our clinics in Sandy Springs, Jasper, and Decatur, Georgia. This policy describes how we collect, use, and share information when you use our website (the "Site").

If another document conflicts. If you signed registration papers, a HIPAA authorization, or another patient agreement at a clinic, that document controls where it says it does. Protected health information ("PHI") about your care is governed by our Notice of Privacy Practices, not by this website policy. If those two conflict about PHI, the Notice controls.

Other terms. Use of the Site is also subject to our Terms of Use.

Our clinics

The same privacy practices apply at each location. Hours can differ. Confirm by phone before you come in.

Clinic	Address	Phone	Fax	Hours
Sandy Springs	5785 Roswell Rd, Atlanta, GA 30328	(404) 635-6644	(404) 601-5447	Mon-Sat 8 AM-6 PM
Jasper	744 Noah Drive, Suite 108-109, Jasper, GA 30143	(706) 692-0119	(706) 692-0280	Mon-Sat 9 AM-7 PM; Sun 12-6 PM
Decatur	4995 Flat Shoals Pkwy, Decatur, GA 30034	(404) 446-3508	(404) 446-3525	Mon-Sat 9 AM-7 PM; Sun 12-6 PM

Email for privacy questions: info@pickenscare.com. Notices may be sent to the Privacy Officer at the Jasper address above.

What this policy covers

This policy applies to information we collect through the Site. The Site links to services we do not own, including SuzyAI appointment scheduling (mysuzyai.com), Google Maps, the Soro blog (app.trysoro.com), images.unsplash.com, social networks, and Piedmont MyChart. Those sites have their own privacy rules. We do not control them.

Do not send health information on public pages

Do not send diagnoses, test results, Social Security numbers, card numbers, or a detailed medical history through public pages, the website chat, or ordinary email. Call a clinic, or use the patient portal, for clinical matters. If this is an emergency, call 911.

You can always be seen in person and register on paper if you prefer not to use the Site, the chat, or online scheduling. Care is not conditioned on using the website.

Information we collect

This Site does not ask you to create an account. We do not use advertising pixels or Google Analytics. We do not sell personal information and we do not share it for third-party behavioral advertising.

- Language. We store in this browser whether you chose English or Spanish, so the Site opens in that language next time. That storage is needed for the feature.

- Chat. On the home page, the assistant loads only if you allow it. What you type is sent to Voiceflow, the provider that runs the chat, so it can reply. Do not use the chat for an emergency.
- Appointments. The scheduling button opens mysuzyai.com, a SuzyAI site. A request may include your name, phone number, and the reason for the visit. SuzyAI has its own terms.
- Maps. Some pages embed a Google map. Google may receive your IP address when the map loads.
- Blog. Where the blog appears, articles are requested from Soro (app.trysoro.com). That service may receive technical data such as an IP address.
- Images. Some photos load from images.unsplash.com.
- Patient portal. The MyChart link opens a Piedmont system with its own privacy policy.
- Device data. Like most websites, our host and the providers above may see technical data such as an IP address, browser type, and the page requested, to deliver and protect the Site.

If you call, visit, or register at a clinic, the information you give there is part of your care and is covered by the Notice of Privacy Practices and by the papers you sign at the clinic.

How we use information

We use Site information to show the Site in your language, to answer the chat if you turn it on, to let you request an appointment, to keep the Site secure, to respond to you, and to meet the law. We do not use this Site for cross-context advertising.

How long we keep it

Your language preference and chat choice stay in this browser until you clear them or change the choice from Cookies in the footer. Chat messages and appointment details are kept as long as needed to run those services and to meet the law, including medical-record retention when the information becomes part of your care.

How we share information

- Service providers. We share information with vendors who host the Site, run the chat if you allow it, or take an appointment request. Their contracts limit use to those services. When HIPAA applies, a vendor that handles PHI must do so as our business associate.
- Legal and safety. We disclose information when we believe in good faith it is needed to comply with law, protect patients, users, the public, or our rights, or address fraud or security issues.
- Business transfers. We may transfer information as part of a merger, acquisition, restructuring, or sale of assets, subject to the law that applies to PHI.
- With your direction. We share information when you ask us to, for example when you open MyChart, a map, a social network, or the scheduler.
- De-identified data. We may use information that cannot reasonably identify you for internal operations. That data is not subject to this policy.

Your choices and rights

You can decline the chat in the cookie notice, or change that choice from the Cookies link in the footer. You can also clear Site data in your browser. You do not have to use the Site to be seen at a clinic.

If we send a marketing email, you can use the unsubscribe link. Messages about a visit you requested may still be sent. Treatment is not conditioned on agreeing to marketing.

Depending on your state, you may have rights to request access, correction, or deletion of personal information that is not PHI, and to opt out of certain processing. We do not sell or "share" personal information as those words are used in the California Consumer Privacy Act. We will honor a browser opt-out signal where the law requires it. PHI is requested through the medical-records process, not through this website policy.

To make a request about Site information that is not part of your medical record, email info@pickenscare.com with the subject "Privacy request." We may need to confirm it is you.

Children

The public Site is not directed to children under 13, and we do not knowingly collect personal information from children under 13 through public pages. If we learn that we did, we will delete it. A parent or guardian may use the Site to seek care for a child, as the law allows.

Security

The public Site uses encryption in transit (HTTPS) and headers that limit other sites from embedding this one. No system is completely secure. Ordinary email and the public chat are not the right place for PHI.

Processing in the United States

The Site is intended for people in the United States, and our clinics are in Georgia. By using the Site, you understand that information is processed in the United States.

Changes

When we update this policy, we will change the "Last revised" date and post the new version on the Site. For a material change, we will also give any extra notice the law requires. If you keep using the Site after the new date, you accept the updated policy.

Contact

Privacy Officer
Pickens Urgent Care & Primary Care
744 Noah Drive, Suite 108-109
Jasper, GA 30143
info@pickenscare.com
(706) 692-0119

You can also call Sandy Springs at (404) 635-6644 or Decatur at (404) 446-3508.

If a law or a court interpretation would make a term of this policy unlawful, that term is suspended to the extent needed to comply, and the rest of the policy stays in effect. We will apply a lawful substitute that stays as close as possible to the purpose of the suspended term.