

Website Privacy Statement

Effective Date: May 20, 2026

Columbus Cardiology Associates (“CCA,” “we,” “our” or “us”) is committed to protecting the privacy and security of visitors to our website. This website privacy statement explains how information may be collected, used, stored, and disclosed when you visit or interact with our website.

This Privacy Policy applies only to information collected through this website and does not replace our HIPAA Notice of Privacy Practices, which governs the use and disclosure of Protected Health Information (“PHI”) in connection with medical care and services.

Information We May Collect

When you visit our website, certain information may be collected automatically through technical processes and website technologies.

This information may include:

- IP address
- Browser type and version:
- Device type
- Operating system
- Referring website addresses
- Pages visited on our website
- Date and time of website access:
- General geographic location information
- Cookie options and consent settings
- Technical diagnostic and security-related information

Currently, our website does not provide public-facing contact forms or appointment request forms that directly collect personal information through the website itself.

If forms, appointment-request features, newsletter subscriptions, marketing tools, analytics platforms, or additional interactive services are added in the future, we may collect information voluntarily submitted by users, including names, email addresses, telephone numbers, appointment information, and other information provided through those services.

Cookies and Tracking Technologies

Our website uses cookies and similar technologies to support website functionality, security, and user experience.

We currently utilize a cookie consent management platform to help visitors manage cookie preferences and consent choices. Cookies may be categorized as necessary, functional, analytical, or advertising-related cookies depending on website functionality and future technologies that may be implemented.

Cookies and related technologies may be used:

- Maintain site features
- Remember visitor preferences
- Improve website performance
- Analyze website traffic and usage patterns
- Support website security
- Augment user experience
- Support future marketing or analytics initiatives

Visitors may adjust browser settings to refuse cookies, however, certain portions of the website may not function properly if cookies are disabled.

Please also review our separate Cookie Policy for additional information regarding cookie usage and consent management.

Analytics and Website Monitoring

We may utilize website analytics, monitoring, or reporting tools to better understand website usage, improve website performance, and enhance visitor experience.

Although Google Analytics and social media tracking pixels are not currently active on the website, we reserve the right to implement analytics or advertising technologies in the future, including but not limited to:

- Google Analytics
- Google Search Console
- Meta/Facebook Pixel
- Website performance monitoring tools
- Marketing analytics platforms
- Traffic analysis tools

These technologies may collect technical and usage information such as page visits, session duration, referral sources, browser information, and interaction data.

Third-Party Services and Vendors:

We may use third-party vendors, service providers, and technology platforms to support website hosting, security, functionality, communications, analytics, and health services.

Third-party providers may include:

- Website hosting providers
- Website security and firewall providers
- Backup and disaster recovery providers
- Analytics providers
- Cookie consent management providers
- Embedded mapping providers
- Patient portal or healthcare technology vendors

These providers may process technical or personal information as necessary to provide services on our behalf.

Website Hosting and Security

Our website is hosted through WP Engine. Technical information may be collected and stored through standard server logs, security monitoring systems, firewall protections, and automated backup systems.

We utilize Wordfence security technologies to help monitor, detect, and prevent unauthorized access, malicious activity, or security threats involving the website.

Technical and security-related information may include IP addresses, browser information, access attempts, and website activity logs.

Embedded Third-Party Content

Our website may include embedded third-party content or services, including Google Maps functionality.

Embedded services may automatically collect technical information such as IP address, browser information, device information, and cookie-related data in accordance with the privacy policies of those third-party providers.

We encourage visitors to review the privacy policies of any third-party websites or services accessed through our website.

Patient Portal and Third-Party Healthcare Services

Our website provides links to the Athena Patient Portal and related healthcare technology services.

When you leave our website and access the Athena Patient Portal or other third-party healthcare systems, your information becomes subject to the privacy practices, terms, and policies of those third-party providers.

Please do not submit sensitive medical information through general website communications unless specifically instructed to do so through secure methods approved by our practice.

Data Retention

We may retain technical information, security logs, backup data, and website-related information for as long as reasonably necessary for legitimate business, legal, operational, security, or compliance purposes.

Data Security

We implement reasonable administrative, technical, and organizational safeguards intended to help protect website information from unauthorized access, disclosure, alteration, or destruction. However, no internet transmission or electronic storage system can be guaranteed to be completely secure, and we cannot guarantee absolute security.

User Rights and Choices

Depending on applicable law, visitors may have certain rights regarding personal information, including rights to:

- Request access to personal information
- Request correction of inaccurate information
- Request deletion of certain information
- Object or restrict certain processing activities.
- Adjust cookie preferences
- Opt out of certain analytics or marketing technologies where applicable

To make privacy-related requests, please contact us using the information below.

Children's Privacy

This website is not directed to children under 13, and we do not knowingly collect personal information directly from children through this website.

Changes to This Privacy Policy

We reserve the right to modify or update this Privacy Policy at any time. Any changes will become effective upon posting the revised policy on this website.

Visitors are encouraged to review this Privacy Policy periodically for updates.

Contact Information

If you have questions regarding this Website Privacy Policy or privacy-related concerns, please contact:

Columbus Cardiology Associates
2300 Manchester Expressway

Suite A001

Columbus, GA 31904

Phone: (706) 243-4500

Please also review our HIPAA Notice of Privacy Practices for information regarding Protected Health Information and patient privacy rights related to medical care and treatment.