

Effective Date: July 23, 2026

Last Updated: July 23, 2026

Brighter Day Detox respects your privacy and is committed to protecting the confidentiality and security of your personal information and health information.

This Privacy Policy explains how Brighter Day Detox collects, uses, maintains, protects, and discloses information obtained through brighterdaydetox.com, telephone inquiries, admissions communications, and the provision of treatment services.

1. Information We May Collect

Brighter Day Detox may collect information that you voluntarily provide when you:

Complete a website contact or admissions form

Call or email our admissions team

Request information about treatment

Verify insurance benefits

Schedule an assessment

Apply for admission

Receive treatment services

Communicate with our clinical, medical, administrative, or billing personnel

Information collected may include:

Name

Mailing address

Email address

Telephone number

Date of birth

Emergency contact information

Insurance and payment information

Medical and behavioral health information

Substance use history

Current medications

Treatment history

Clinical assessments

Admission and discharge information

Any other information voluntarily provided to Brighter Day Detox

2. Protected Health Information

Certain information collected by Brighter Day Detox may constitute Protected Health Information, commonly referred to as PHI.

Brighter Day Detox handles PHI in accordance with applicable federal and California privacy and confidentiality laws, including, as applicable:

The Health Insurance Portability and Accountability Act of 1996, or HIPAA

The HIPAA Privacy, Security, and Breach Notification Rules

42 C.F.R. Part 2, governing the confidentiality of substance use disorder patient records

Applicable California medical information and patient privacy laws

Substance use disorder treatment records may receive additional confidentiality protections under federal law.

Brighter Day Detox will not use or disclose PHI except as permitted or required by applicable law or pursuant to a valid written authorization from the patient.

3. How We May Use Information

Information may be used for the following purposes:

Responding to treatment inquiries

Conducting pre-admission screenings

Determining whether our program can meet an individual's needs

Verifying insurance coverage and benefits

Coordinating admission and treatment services

Providing medical, clinical, behavioral health, and support services

Treatment planning and care coordination

Billing and payment activities

Healthcare operations

Quality assurance and regulatory compliance

Responding to authorized records requests

Protecting the safety of patients, staff, and others

Fulfilling legal, licensing, accreditation, and reporting obligations

Improving our website and services

Information will not be sold or disclosed to third parties for purposes prohibited by applicable law.

4. Substance Use Disorder Treatment Records

Federal law provides special confidentiality protections for substance use disorder treatment records.

Brighter Day Detox generally may not disclose information identifying an individual as having applied for, received, or been referred for substance use disorder treatment unless:

The patient provides written consent;

The disclosure is specifically permitted by law; or

A valid court order or other legal authority permits the disclosure.

Information related to substance use disorder treatment will be handled in accordance with 42 C.F.R. Part 2 and other applicable privacy requirements.

5. Medical and Treatment Records

Brighter Day Detox maintains medical, behavioral health, admission, billing, and treatment records in a secure manner.

Access to patient records is limited to authorized personnel who require the information to perform legitimate treatment, payment, healthcare operations, administrative, legal, or regulatory duties.

Records may be maintained electronically or in physical form and are protected using reasonable administrative, technical, and physical safeguards.

6. Patient Privacy Rights

Subject to applicable law, patients may have the right to:

Inspect or obtain a copy of certain health and treatment records

Request corrections or amendments to certain records

Request restrictions on certain uses or disclosures

Request confidential communications

Receive information regarding certain disclosures of their information

Receive a copy of Brighter Day Detox's Notice of Privacy Practices

Authorize or decline disclosures when authorization is required

Revoke a previously signed authorization, subject to applicable limitations

File a privacy complaint without retaliation

Some requests may be subject to legal exceptions, limitations, processing requirements, or reasonable fees permitted by law.

7. Notice of Privacy Practices

Patients may receive a separate Notice of Privacy Practices explaining in greater detail how Brighter Day Detox may use and disclose PHI and how patients may exercise their privacy rights.

This website Privacy Policy is intended to explain Brighter Day Detox's general privacy practices. It does not replace the Notice of Privacy Practices provided to patients when required by law.

A copy of the Notice of Privacy Practices may be requested by contacting Brighter Day Detox.

8. Website Contact and Admissions Forms

Information submitted through our website forms may be used to respond to an inquiry, provide information about services, conduct an initial screening, verify insurance benefits, or assist with admission.

Submitting a website form does not guarantee admission and does not, by itself, create a provider-patient relationship.

Please do not submit unnecessary sensitive medical information through a website form.

When website forms collect sensitive health information, Brighter Day Detox will use reasonable safeguards designed to protect the information during transmission and storage.

9. Insurance Verification

When a visitor requests insurance verification, Brighter Day Detox may use the information provided to contact the applicable insurance company, health plan, utilization management organization, billing service, or other authorized entity for the purpose of confirming eligibility, benefits, coverage, authorization requirements, or financial responsibility.

Submission of insurance information authorizes Brighter Day Detox to use the information for the requested verification and admission-related purposes, subject to applicable law.

Verification of benefits is not a guarantee of payment or coverage.

10. Website Usage Information

When you visit brighterdaydetox.com, certain technical information may be collected automatically, including:

Internet Protocol address

Browser type

Device type

Operating system

Referring webpage

Pages viewed

Date and time of access

General website interaction information

This information may be used to:

Maintain website security

Diagnose technical issues

Analyze website performance

Improve website functionality

Understand how visitors use the website

Prevent fraud or misuse

This technical information is not intended to be used to make treatment decisions.

11. Cookies and Analytics

Brighter Day Detox's website may use cookies, pixels, analytics services, or similar technologies to improve website functionality, measure website traffic, and understand visitor activity.

Visitors may adjust their browser settings to reject or limit cookies. Some website features may not function properly when cookies are disabled.

Brighter Day Detox does not knowingly permit advertising technologies to use PHI in a manner prohibited by HIPAA, 42 C.F.R. Part 2, or other applicable law.

12. Text Messages, Telephone Calls, and Email

When you provide a telephone number or email address, Brighter Day Detox may use that information to respond to your inquiry or communicate regarding admissions, treatment, scheduling, billing, or other requested services.

Standard telephone, text messaging, and data rates may apply.

Email and ordinary text messaging may not always be secure. Please avoid sending highly sensitive medical information through unsecured email or text unless instructed to do so through an approved secure method.

Providing a telephone number does not authorize marketing communications beyond those permitted by applicable law and any consent provided.

13. Disclosure to Service Providers

Brighter Day Detox may use qualified third-party service providers to support website hosting, secure communications, billing, records management, information technology, analytics, insurance verification, and other operational functions.

Service providers are permitted to access information only as necessary to perform authorized services and must protect information as required by applicable law and contractual obligations.

When required, Brighter Day Detox will enter into appropriate agreements with vendors that create, receive, maintain, or transmit PHI on its behalf.

14. Legal and Required Disclosures

Brighter Day Detox may disclose information when permitted or required by law, including in connection with:

Medical emergencies

Mandatory reporting obligations

Threats to health or safety

Abuse or neglect reporting

Court orders or other valid legal process

Government inspections

Licensing or accreditation reviews

Public health requirements

Law enforcement requests when legally authorized

Healthcare oversight activities

Investigations of fraud, abuse, or unlawful activity

Any disclosure involving substance use disorder treatment records will be evaluated under the additional protections of 42 C.F.R. Part 2 when applicable.

15. Data Security

Brighter Day Detox uses reasonable administrative, technical, and physical safeguards designed to protect personal information and PHI against:

Unauthorized access

Improper use

Unauthorized disclosure

Alteration

Loss

Destruction

Theft

Safeguards may include access controls, password protection, staff confidentiality requirements, workforce training, secure record systems, encryption, and other appropriate security measures.

No internet transmission or electronic storage system can be guaranteed to be completely secure. Brighter Day Detox cannot guarantee the absolute security of information transmitted through the internet.

16. Records Retention

Brighter Day Detox retains records for the period required by applicable federal and California laws, licensing requirements, accreditation standards, contractual obligations, and legitimate treatment and business needs.

Records are securely destroyed or disposed of when retention is no longer required.

17. Minors

Brighter Day Detox provides adult substance use disorder treatment services.

This website is not directed to children under 13, and Brighter Day Detox does not knowingly collect personal information online directly from children under 13 without appropriate authorization.

18. Third-Party Websites

The Brighter Day Detox website may contain links to third-party websites.

Brighter Day Detox does not control and is not responsible for the content, security, or privacy practices of third-party websites. Visitors should review the privacy policies of third-party websites before submitting information.

19. Complaints and Non-Retaliation

Individuals may submit questions or complaints regarding Brighter Day Detox's privacy practices by contacting us using the information below.

Brighter Day Detox will not retaliate against any individual for submitting a privacy complaint or exercising a privacy right.

Individuals may also have the right to file a complaint with the United States Department of Health and Human Services, Office for Civil Rights, or another applicable government agency.

20. Changes to This Privacy Policy

Brighter Day Detox may update this Privacy Policy periodically to reflect changes in its practices, services, technology, or legal obligations.

The updated policy will be posted on this webpage with a revised "Last Updated" date.

Continued use of the website following an update constitutes acknowledgment of the revised policy to the extent permitted by law.

21. Contact Information

For questions, privacy requests, complaints, or requests for a copy of our Notice of Privacy Practices, contact:

Brighter Day Detox

Telephone: 1 (800) 923-7021

Website: brighterdaydetox.com

Please state that your request concerns privacy or medical records so it can be directed to the appropriate representative.