WEBSITE PRIVACY POLICY

New Century Medical Centers

Effective Date: November 24, 2026

1. Introduction

New Century Medical Centers respects your privacy and is committed to protecting your personal information. This Website Privacy Policy explains how information may be handled when you visit www.newcenturymed.com.

This policy is separate from our Notice of Privacy Practices, which describes how protected health information is used and disclosed in connection with healthcare services.

2. Information Collection

Our website is primarily informational and provides information about our medical centers, healthcare services, accepted insurance plans, office hours, and locations.

Our website does not provide online appointment scheduling, patient registration, patient accounts, or forms for submitting personal or medical information.

Our hosting and security providers may automatically process limited technical information, including IP addresses, browser types, device information, pages accessed, and dates and times of access.

This information may be used to maintain website functionality, performance, and security.

3. Cookies and Browser Storage

Our website does not use advertising cookies or tracking technologies in its current design.

Certain preferences may be stored locally in your browser to improve your experience, including:

- English or Spanish language preferences.
- Accessibility and display settings.
- Video playback preferences, when applicable.

These preferences remain on your device and are not transmitted by our website.

You may remove saved preferences through your browser settings.

4. Analytics and Advertising

Our website does not currently use third-party analytics, advertising pixels, or behavioral tracking technologies.

5. Online Payments

Our website provides a link to HealowPay, an external payment service.

Payment transactions are processed through the external payment provider. Our informational website does not directly collect or store payment card information.

Visitors should review the payment provider's applicable privacy and security policies before submitting payment information.

6. External Websites and Services

Our website may provide links to external services, including Google Maps and online payment services.

When you access an external website, its applicable privacy policies and terms govern its handling of your information.

New Century Medical Centers does not control the privacy practices of external websites.

7. Medical Information and Communications

Please do not transmit confidential medical information, medical records, Social Security numbers, or other sensitive information through unsecured email.

For medical inquiries or assistance, please contact our medical centers directly.

For information regarding your protected health information and privacy rights, please review our Notice of Privacy Practices.

8. Information Security

New Century Medical Centers is committed to implementing reasonable administrative and technical safeguards to protect information associated with its website.

However, no method of electronic transmission or storage can guarantee absolute security.

9. Children's Privacy

Our website provides general healthcare information and is not directed toward children under the age of 13.

We do not knowingly collect personal information directly from children through our website.

10. Changes to This Policy

We may update this Website Privacy Policy to reflect changes in website functionality, technology, business practices, or applicable legal requirements.

The updated policy will be published on our website with its applicable effective date.

11. Contact Information

For questions or concerns regarding this Website Privacy Policy, please contact:

New Century Medical Centers

Hector Marchena

Chief Executive Officer / HIPAA Privacy Officer

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