PRIVACY POLICY

1. Introduction and Scope of Practice

This Privacy Policy describes how **Divine Design Health, LLC** ("we," "our," or "us") collects, uses, discloses, and protects your personal information when you visit our website, utilize our functional health coaching services, or otherwise interact with us.

IMPORTANT NOTICE REGARDING SCOPE OF SERVICES:
Our functional health coaching services are designed to provide holistic education, lifestyle support, and personal development. **These services do not constitute medical care, medical diagnosis, or treatment, and they do not replace professional healthcare services.** Engaging in our coaching services does not establish a patient-provider relationship under Federal or California law. If you have medical concerns, please consult a licensed healthcare professional.

2. Information We Collect and How We Collect It

We collect personal data and wellness metrics directly from you to deliver personalized health coaching. We collect information that identifies, relates to, describes, or could reasonably be linked with you ("Personal Information"). This includes:

- **Identifiers & Contact Info:** Your name, email address, phone number, and physical mailing address.
- **Wellness & General Health Information:** Information you voluntarily provide on intake forms, during coaching sessions, or via questionnaires (e.g., dietary habits, sleep metrics, lifestyle goals, or health history).
- **Intake and Administrative Data:** We utilize Practice Better, a secure HIPAA-compliant client portal, to collect initial demographics, medical histories, contact details, payment information, and signature consents.
- **Functional Lab and Biomarker Data:** To evaluate your health markers, we order, process, or view functional lab results. This clinical data is securely transmitted through third-party specialized platforms including, but not limited to, Fullscript and **Evexia Diagnostics**.
- **Marketing and Communication Data:** If you opt into our newsletters, updates, or educational emails, your name and email address are processed via **Constant Contact**.
- **Commercial & Financial Info:** Billing address and payment information. *(Note: All credit card processing is handled securely by our third-party payment processor, e.g., Stripe, and we do not store raw financial details).*
- **Internet/Electronic Network Activity:** Your IP address, browser type, cookies, and data on how you interact with our website.

3. How We Use Your Information

We use your Personal Information to operate our business and deliver our services safely, including to:

- Provide personalized functional health coaching and actionable lifestyle plans.

- Reviewing biomarker ranges through our functional lab providers.
- Managing your account, payment scheduling, processing payments, bookings, and schedule appointments and remote video sessions within Practice Better.
- Respond to your inquiries, emails, or contact form submissions.
- Sending occasional educational content, newsletters or promotional announcements you have opted in via Constant Contact.
- Ensure compliance with California laws, protect our business against fraud, or satisfy legal obligations.

4. How We Share Your Information / Third-Party Sharing and Data Security

We value your privacy and **do not sell your personal or health information**. We only share your data with trusted entities under the following scenarios:

- **Service Providers:** Third parties who perform business functions on our behalf, such as client management platforms, scheduling systems, email distribution tools, and payment processors. These providers are legally contractually bound to protect your data.
- **Practice Better:** For record maintenance, intake, and scheduling.
- **Fullscript & Evexia Diagnostics:** For fulfilling specialized testing kits and managing clinical biomarker reviews.
- **Constant Contact:** For email list distributions. You can unsubscribe from these emails at any time using the link in the footer.
- **With Your Explicit Consent:** If we coordinate care or need to acquire records from your primary care physician, specialist, or physical therapist, we will obtain a signed authorization form from you prior to any information transfer.
- **Legal Requirements:** If required by law, subpoena, or to protect the safety and rights of our clients or business.

5. California Privacy Rights

If you are a resident of California, you have specific rights regarding your Personal Information under the **California Consumer Privacy Act (CCPA)** and the **Confidentiality of Medical Information Act (CMIA)**:

- **Right to Know/Access:** You can request a disclosure of the specific categories and pieces of Personal Information we have collected about you.
- **Right to Delete:** You can request that we delete Personal Information collected from you, subject to certain legal exceptions (such as maintaining business records for tax or accounting purposes).
- **Right to Correct:** You can request that we fix inaccurate personal data that we maintain about you.
- **Right to Non-Discrimination:** We will not deny you services or charge different prices if you choose to exercise any of your California privacy rights.
  To exercise any of these rights, please contact us at the email address provided in Section 8 below.

6. Data Security and Retention

We implement industry-standard physical, administrative, and technological security measures to guard your information from unauthorized access, modification, or disclosure. We retain your information only as long as necessary to fulfill the coaching agreement, maintain business accounting records, or comply with legal requirements.

7. Children's Privacy

Our services and website are strictly intended for individuals who are at least 18 years of age. We do not knowingly collect or solicit data from children under the age of 13.

8. Contact Information

If you have any questions, concerns, or requests regarding this Privacy Policy or your data under California law, please contact us at:

Divine Design Health
Email: info@divinedesignhealth.org
Mailing Address: 500 S. Sepulveda Blvd. Suite 4th Fl. - 100A, # 70350, Los Angeles, CA 90049
