

## Clarity Through Therapy, PLLC Privacy Policy

This Privacy Policy explains how Clarity Through Therapy, PLLC ("we," "us," or "our") collects, uses, and safeguards personal information when you visit and interact with our mental health website. We are committed to protecting your privacy and adhering to applicable data protection laws. By using our website, you consent to the practices described in this policy.

1. Information We Collect:
  - 1.1. Personal Information:
    - 1.1.1. We may collect personal information, such as your name, email address, phone number, and demographic data, when voluntarily provided by you through forms or during account registration.
    - 1.1.2. Personal information may also be collected when you communicate with us via email, live chat, or other electronic means.
  - 1.2. Non-Personal Information:
    - 1.2.1. We automatically collect non-personal information, such as your IP address, browser type, device information, and operating system, via cookies and other similar technologies. This information helps us enhance your browsing experience and improve our website's functionality.
2. Use of Personal Information:
  - 2.1. We use the collected personal information to provide the services you request, such as scheduling appointments, delivering newsletters or updates, or responding to your inquiries.
  - 2.2. With your explicit consent, we may use your personal information to send you promotional materials related to our mental health services or other relevant information.
  - 2.3. We may also use your personal information to analyze and improve our website's performance, customize your user experience, and ensure the security of our systems.
3. Disclosure of Personal Information:
  - 3.1. We may disclose your personal information to third-party service providers who assist us in operating our website, managing appointments, or providing other related services. These providers are obligated to maintain the confidentiality of your information and are not authorized to use it for any other purpose.
  - 3.2. We may also disclose your personal information if required by law, to protect our rights, or to comply with a legal process.
  - 3.3. In the event of a corporate merger, acquisition, or sale of our assets, your personal information may be transferred to the acquiring entity or shared with the prospective buyer.
4. Data Storage and Security:
  - 4.1. We take reasonable measures to secure your personal information against loss, unauthorized access, disclosure, alteration, or destruction. However, no data transmission or storage system is completely secure. Therefore, we cannot guarantee the absolute security of your information.
  - 4.2. We retain personal information for as long as necessary to fulfill the purposes outlined in this Privacy Policy, unless a longer retention period is required or permitted by law.
5. Cookies and Similar Technologies:
  - 5.1. Our website uses cookies and similar technologies to enhance your browsing experience, analyze website traffic patterns, and personalize content.
  - 5.2. You have the option to accept or decline cookies through your browser settings. However, disabling cookies may impact your ability to fully utilize our website's features.

6. Third-Party Links:
  - 6.1. Our website may contain links to third-party websites or services for your convenience. We are not responsible for the privacy practices or content of these external sites. We encourage you to review their privacy policies before providing any personal information.
7. Children's Privacy:
  - 7.1. Our website is not intended for individuals under the age of 18. We do not knowingly collect personal information from children. If we become aware that we have inadvertently collected personal information from a child, we will promptly delete it from our records.
8. Your Rights:
  - 8.1. You have the right to access, update, or request the deletion of your personal information held by us, subject to applicable laws and regulations. Please contact us if you wish to exercise any of these rights.
9. Changes to this Privacy Policy:
  - 9.1. We reserve the right to update or modify this Privacy Policy at any time. Any changes will be effective immediately upon posting on our website. It is your responsibility to review this policy periodically for updates or amendments.

If you have any questions, concerns, or requests regarding our Privacy Policy, please contact us using the information provided on our website.