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# Website Privacy Policy & Data Collection Policy

SIMPLY COMMUNICATION, LTD.

Effective Date: 03/8/2026

## 1. Introduction

SIMPLY COMMUNICATION, LTD. (“we,” “our,” or “us”) values your privacy. This Website Privacy Policy explains what information we collect through our website, how it is used, and how it is protected.

This policy applies only to information collected through our website. For information related to Protected Health Information (PHI), please refer to our separate HIPAA Privacy and Security Policy.

## 2. Information We Collect

### A. Information You Voluntarily Provide

When you use our website to:

- Submit a contact form
- Request an appointment
- Subscribe to email communications
- Submit an inquiry
- Schedule services

We may collect:

- Name
- Email address
- Phone number
- General inquiry information

We request that sensitive medical or clinical details not be submitted through general website forms. Clinical information should be shared only through secure patient portals.

### B. Automatically Collected Information

When you visit our website, we may automatically collect certain technical data, including:

- IP address
- Browser type

- Device type
- Pages visited
- Date and time of access
- Referring website

This information helps us analyze website performance and improve user experience.

### 3. Cookies & Tracking Technologies

Our website uses cookies and similar technologies for:

- Website functionality
- Traffic analytics
- Performance monitoring
- Advertising measurement

You may disable cookies through your browser settings. Doing so may affect certain website features.

### 4. Analytics & Advertising Tools

#### Google Analytics

We use Google Analytics to understand how visitors interact with our website. Google Analytics collects anonymized traffic data and does not identify individual users to us directly.

Google may use collected data according to its own privacy policies.

#### Meta (Facebook/Instagram) Pixel

We use the Meta Pixel to measure the effectiveness of advertising and understand website engagement.

The Meta Pixel may collect:

- Pages visited
- Website interactions
- Device information

We do not share Protected Health Information (PHI) through Meta Pixel. We do not upload patient medical records or treatment information to social media platforms.

#### Future Advertising

We may use website data to improve advertising campaigns or measure engagement. We do not sell personal information or use PHI for marketing purposes without written authorization as required by HIPAA.

### 5. Email Marketing

If you voluntarily subscribe to receive emails:

- Your name and email address may be stored through Flodesk.
- Emails may include educational content, updates, or practice information.

- You may unsubscribe at any time using the link provided in email communications.

We do not add individuals to marketing lists without consent.

We do not share email subscriber information with third parties for their independent marketing use.

## 6. Online Scheduling & Service Platforms

We use PracticeQ for appointment scheduling and client management.

Information submitted through PracticeQ is governed by secure systems designed for health care providers.

Any Protected Health Information collected through PracticeQ is handled in accordance with HIPAA and our separate HIPAA Privacy and Security Policy.

## 7. How We Use Website Information

Website-collected information may be used to:

- Respond to inquiries
- Schedule appointments
- Provide requested services
- Improve website performance
- Send communications you have requested

We do not sell, rent, trade, or otherwise transfer personal information to third parties for marketing purposes.

## 8. Data Sharing

We may share limited information with trusted service providers (such as website hosting, analytics providers, email marketing platforms, and scheduling systems) solely for the purpose of operating our website and business.

These providers are required to safeguard information and may not use it for their own marketing purposes.

## 9. Data Security

We implement reasonable administrative, technical, and physical safeguards to protect information collected through our website.

However, no internet transmission can be guaranteed to be completely secure. Users submit information at their own discretion.

## 10. Data Retention

We retain website inquiry and marketing data only as long as necessary to:

- Fulfill communication requests
- Maintain business records
- Comply with applicable laws

## 11. Children's Privacy

Our website is intended for parents and guardians. We do not knowingly collect personal information directly from children under 13 without parental involvement.

## 12. Your Rights

You may:

- Request access to website-submitted personal information
- Request correction of inaccurate data
- Request removal from marketing communications

To make a request, contact us using the information below.

## 13. No Sale of Personal Information

SIMPLY COMMUNICATION, LTD. does not sell personal information.

We do not share personal information with third parties for their independent marketing purposes.

Protected Health Information (PHI) is never used for marketing without written authorization in compliance with HIPAA.

## 14. SMS / Text Messaging Communications

SIMPLY COMMUNICATION, LTD. may communicate with patients and families via SMS (text messaging) for purposes related to the services we provide.

If you choose to provide your mobile phone number, you may receive text messages related to:

- Appointment reminders
- Scheduling confirmations or changes
- Office notifications related to your scheduled services
- Basic communication regarding appointments or services

SMS messaging is used only for service-related communications and is not used for marketing purposes.

Consent to Receive Messages By providing your mobile phone number through appointment scheduling, website forms, intake paperwork, or other communication methods, you consent to receive SMS messages from SIMPLY COMMUNICATION, LTD. related to your services or appointments.

Consent to receive SMS messages is not a condition of receiving care.

Message Frequency Message frequency may vary depending on your interaction with our office, including upcoming appointments or requested communications.

### Opt-In Instructions

Patients may **opt in to receive text messages in one of the following ways:**

- By **initiating a text message** to our office phone number
- By **providing written consent** through a checkbox on patient paperwork indicating interest in receiving text communications

By opting in, patients consent to receive text messages from SIMPLY COMMUNICATION, LTD. Message frequency may vary depending on appointment scheduling or communication needs.

Standard **message and data rates may apply** depending on your mobile carrier.

Text messaging consent is not a condition of receiving services.

#### Opt-Out Instructions

You may opt out of receiving SMS messages at any time by replying STOP to any text message.

Once you opt out, you will no longer receive SMS communications from us unless you provide new consent.

#### Help Instructions

For assistance with SMS communications, reply HELP to any message or contact our office directly at 331-465-9440.

Message and Data Rates Message and data rates may apply depending on your mobile carrier plan.

Mobile Information Protection Mobile phone numbers collected for SMS communications will not be shared, sold, rented, or used by third parties for marketing purposes.

## 15. Changes to This Policy

We may update this policy periodically. Changes will be posted on this page with a revised effective date.

## 16. Contact Information

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