

WEBSITE PRIVACY POLICY

Becoming Our Best Self, LLC

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Status: Draft — Pending Pre-Publication Technical and Privacy Review

Becoming Our Best Self, LLC (“Becoming Our Best Self,” the “Practice,” “we,” “us,” or “our”) respects the privacy of visitors to our website.

This Website Privacy Policy explains how information may be collected, used, disclosed, and otherwise handled when you visit **becomingourbestself.com**, submit information through or in connection with the website, or communicate with us using contact methods or services made available through the website.

This Policy applies primarily to our public-facing website and website-related interactions. It is separate from our **Notice of Privacy Practices**, which describes how Becoming Our Best Self, LLC uses and discloses protected health information (“PHI”) in connection with healthcare services and explains rights concerning that information.

If information collected through or in connection with this website constitutes PHI under applicable law, that information will be handled in accordance with applicable healthcare privacy law and our Notice of Privacy Practices.

1. INFORMATION YOU CHOOSE TO PROVIDE

You may choose to provide information to us when you:

- Contact the Practice;
- Send us an email;
- Request information about our services;
- Request a consultation;
- Submit an inquiry or online form;
- Request scheduling assistance;
- Communicate with us through a service linked from the website; or
- Otherwise voluntarily provide information to us.

Depending on how you interact with us, the information you provide may include your:

- Name;
- Email address;
- Telephone number;
- General reason for contacting us;

- Scheduling or consultation information; and
- Other information you voluntarily choose to provide.

Please provide only information reasonably necessary for us to respond to your request.

Information submitted through a website inquiry, consultation request, or similar communication may be sensitive. You should avoid including unnecessary clinical, diagnostic, financial, or other sensitive information in an initial website communication.

2. WEBSITE COMMUNICATIONS DO NOT ESTABLISH A THERAPIST-CLIENT RELATIONSHIP

Submitting an inquiry, consultation request, scheduling request, email, or other communication through or in connection with this website does **not, by itself, establish a therapist-client relationship** with Becoming Our Best Self, LLC or any individual clinician.

A therapist-client relationship is established only after the Practice has accepted you as a client and applicable intake, informed-consent, clinical, scheduling, and other requirements for beginning services have been completed.

Submitting information through the website does not guarantee acceptance as a client, availability of services, insurance coverage, or the scheduling of an appointment.

3. DO NOT USE THIS WEBSITE FOR EMERGENCIES

Do not use this website, an online inquiry form, consultation request, email, or other routine electronic communication to report an emergency, crisis, or other matter requiring immediate clinical attention.

Website inquiries and electronic communications may not be reviewed immediately and are not intended to provide emergency monitoring or crisis-response services.

If you believe you or another person is experiencing an emergency or is in immediate danger, contact **911 or the appropriate emergency service for your location.**

If you are experiencing a mental-health crisis in the United States, you may also call or text **988** to reach the 988 Suicide & Crisis Lifeline.

4. CONSULTATION REQUESTS AND ONLINE FORMS

Our website may provide or link to forms, scheduling tools, communication systems, or other services that allow you to request information, a consultation, or assistance with scheduling.

Information you voluntarily submit may be used to:

- Review and respond to your request;
- Communicate with you;
- Determine whether our services may be appropriate for your inquiry;
- Assist with consultation or scheduling activities;
- Complete administrative activities related to your request; and
- Comply with applicable legal, professional, security, or regulatory requirements.

Please do not submit information that is not reasonably necessary for your request.

If information submitted to or maintained by Becoming Our Best Self, LLC constitutes PHI, we will handle that information in accordance with applicable law and our Notice of Privacy Practices.

5. INFORMATION PROCESSED AUTOMATICALLY

When you visit our website, the website and technologies used to host, secure, maintain, deliver, or troubleshoot it may automatically process certain technical information.

Depending on the technologies in use, this information may include:

- Internet Protocol (“IP”) address;
- Browser or device information;
- Operating system information;
- Date and time of access;
- Requested or visited pages;
- Referring or exit information;
- General technical information associated with website requests; and
- Similar information used to operate, secure, maintain, or evaluate the website.

The specific information processed may depend on your device, browser, website configuration, hosting environment, cookie preferences, and technologies used by the website.

6. HOW WE MAY USE WEBSITE INFORMATION

Information collected through or in connection with the website may be used, as appropriate, to:

- Respond to inquiries;
- Communicate with website visitors or prospective clients;
- Process consultation or scheduling requests;
- Provide requested information;
- Operate and maintain the website;
- Protect website and information-system security;
- Detect or investigate technical problems, misuse, fraud, or security threats;
- Troubleshoot website functionality;
- Understand and improve website performance and usability;
- Administer Practice operations;
- Comply with applicable legal, regulatory, contractual, or professional obligations;
- Establish, exercise, or protect legal rights;
- Protect the rights, safety, privacy, or security of the Practice, our clients, website visitors, or others; and
- Carry out other purposes permitted by applicable law and consistent with the context in which the information was provided.

When information constitutes PHI, our use of that information is additionally governed by applicable healthcare privacy law and our Notice of Privacy Practices.

7. COOKIES AND SIMILAR TECHNOLOGIES

Our website may use cookies and similar technologies to support functions such as:

- Website operation;
- Security;
- Accessibility;
- User preferences;
- Website performance;
- Troubleshooting; and
- Other functions associated with operating or maintaining the website.

Cookies are small data files that may be stored on or associated with your browser or device. Other website technologies may operate differently but perform related functions.

The specific cookies and technologies used by the website may change as the website is maintained or updated.

Where available, you may be able to manage certain cookies through website cookie controls or your browser or device settings.

Disabling certain cookies or technologies may affect website functionality.

8. ANALYTICS AND ONLINE TRACKING TECHNOLOGIES

Websites may use technologies such as cookies, pixels, tags, scripts, analytics tools, or similar technologies to understand website operation, performance, security, or visitor interactions.

Becoming Our Best Self, LLC recognizes that information associated with a healthcare website may be sensitive.

We evaluate technologies used on or in connection with our website with consideration for applicable privacy and security requirements and the nature of the information the technology may process.

We do not rely solely on this Website Privacy Policy or an ordinary website cookie preference as authorization to disclose PHI when a valid authorization or another legal basis is required.

A visitor's acceptance of cookies or selection of website cookie preferences is **not intended to constitute a HIPAA authorization for the use or disclosure of PHI.**

Where information processed through website technology constitutes PHI, additional requirements may apply under HIPAA and other applicable law.

9. SERVICE PROVIDERS AND THIRD-PARTY TECHNOLOGY

We may use third-party service providers to support functions associated with the website or Practice operations.

Depending on the services used, these providers may assist with functions such as:

- Website hosting;
- Website maintenance;
- Security;
- Information technology;
- Forms;
- Scheduling;
- Communications;
- Administrative services;
- Website performance; or
- Other technology or operational functions.

A service provider may process information on our behalf as reasonably necessary to provide the applicable service.

Where a service provider creates, receives, maintains, or transmits PHI on behalf of Becoming Our Best Self, LLC and qualifies as a business associate under HIPAA, we will apply the contractual and other protections required by applicable law.

The use of a third-party service does not authorize that provider to use PHI for purposes inconsistent with applicable law or the provider's legally applicable obligations to the Practice.

10. PROTECTED HEALTH INFORMATION AND OUR NOTICE OF PRIVACY PRACTICES

This Website Privacy Policy is **not** Becoming Our Best Self, LLC's HIPAA Notice of Privacy Practices.

Our **Notice of Privacy Practices** explains how we may use and disclose PHI in connection with healthcare services, our responsibilities concerning PHI, and your applicable rights regarding that information.

Information submitted through or associated with the website may, depending on the circumstances, constitute PHI.

When information is PHI, applicable healthcare privacy and confidentiality requirements govern our handling of that information.

If there is a difference between this Website Privacy Policy and a privacy protection that applies to PHI under applicable law, the applicable legal requirement governing the PHI controls.

11. DISCLOSURE OF INFORMATION

We may disclose information to service providers or other persons or entities when reasonably necessary to operate the website, respond to your request, provide administrative services, protect our systems, or conduct other legitimate Practice functions, subject to applicable law.

We may also disclose information when the disclosure is permitted or required by applicable law, including when reasonably necessary to:

- Comply with lawful legal process;
- Meet regulatory or professional obligations;
- Protect legal rights;

- Investigate fraud, misuse, or security incidents;
- Protect the safety or security of persons or systems; or
- Respond to another circumstance authorized or required by law.

When information constitutes PHI or another category of information subject to heightened confidentiality protections, additional restrictions may apply.

12. SALE, ADVERTISING, AND OTHER DATA PRACTICES

Becoming Our Best Self, LLC does not intend to use sensitive health information collected through the website in a manner inconsistent with applicable privacy law or our healthcare privacy obligations.

The Practice will evaluate website technologies and data flows before publication of this Policy and periodically thereafter as appropriate to determine whether additional disclosures, controls, permissions, contractual protections, or visitor choices are required.

Any representation concerning the sale, sharing, targeted advertising, or other legally defined processing of personal information will be based on the technologies and data practices actually in use.

13. DATA SECURITY

We use administrative, technical, and physical safeguards that we determine are reasonable and appropriate to the nature of the information we maintain and our applicable legal obligations.

These measures may include safeguards intended to protect information against unauthorized access, use, disclosure, alteration, loss, or destruction.

However, no website, internet transmission, electronic communication, or information system can be guaranteed to be completely secure.

You should use appropriate care when transmitting sensitive information electronically and avoid sending information that is not reasonably necessary for the purpose of your communication.

Nothing in this Policy is intended to create a guarantee that unauthorized access, security incidents, transmission errors, or other events can never occur.

14. DATA RETENTION

We retain information in accordance with our operational needs and applicable legal, regulatory, professional, contractual, security, and record-retention requirements.

Retention periods may differ depending on:

- The type of information;
- The purpose for which it was collected or maintained;
- Whether it becomes part of a clinical or business record;
- Applicable professional recordkeeping obligations;
- Legal or regulatory requirements;
- Contractual requirements;
- Security and fraud-prevention considerations; and
- Other legitimate operational requirements.

Information that becomes part of a client's healthcare record may be subject to health-record retention requirements different from information generated through ordinary website browsing.

15. THIRD-PARTY LINKS AND INDEPENDENT WEBSITES

Our website may contain links to websites, platforms, resources, or services operated independently by third parties.

A link does not necessarily mean that Becoming Our Best Self, LLC controls, endorses, or is responsible for the third party's privacy or security practices.

When you leave our website and interact with an independently operated third-party website or service, that third party's terms and privacy practices may apply.

This section does not limit any obligations applicable to a service provider acting on behalf of Becoming Our Best Self, LLC under HIPAA, a Business Associate Agreement, another contract, or applicable law.

16. CHILDREN'S AND MINORS' INFORMATION

Our public website provides general information about Becoming Our Best Self, LLC and is **not designed as an online service directed to children under 13**.

We do not intend to use the public website to solicit personal information directly from children under 13 in a manner inconsistent with applicable law.

Becoming Our Best Self, LLC may provide clinical services to minors when legally and clinically appropriate.

The treatment of minors, authority to consent to treatment, parental or guardian involvement, custody, access to records, confidentiality, and related issues are governed by our clinical intake and consent procedures and applicable law rather than by this Website Privacy Policy alone.

17. EMAIL AND ELECTRONIC COMMUNICATIONS

Email and other ordinary electronic communications may present privacy and security risks.

Please do not use ordinary website communications or email to transmit information that is unnecessary for your inquiry.

If you become a client, separate Practice policies, informed-consent documents, communication preferences, patient-portal procedures, or other clinical processes may govern communications concerning your care.

Website communications and ordinary email should not be used for emergencies.

18. YOUR PRIVACY RIGHTS

Depending on the type of information involved, your relationship with the Practice, and applicable federal or state law, you may have rights concerning information maintained about you.

Rights concerning PHI are described in our **Notice of Privacy Practices**.

Other rights concerning personal information, where applicable, will be handled in accordance with the law governing the particular information and request.

To make a privacy request, you may contact us using the information provided below.

We may take reasonable steps to verify your identity and authority before acting on a request when appropriate or required by law.

19. PRIVACY AND SECURITY INCIDENTS

Becoming Our Best Self, LLC maintains procedures for evaluating and responding to privacy and security incidents in accordance with applicable law.

If an incident involving information maintained by or on behalf of the Practice requires notification to affected individuals, regulators, or others, we will provide notification as required by applicable law.

20. CHANGES TO THIS WEBSITE PRIVACY POLICY

We may revise this Website Privacy Policy when our website, technologies, services, information practices, or legal obligations change.

When we materially revise this Policy, we will update the effective date or revision date displayed with the Policy and take any additional steps required by applicable law.

The version posted on our website will represent the then-current Website Privacy Policy.

21. CONTACT US

If you have questions about this Website Privacy Policy, our website privacy practices, or a privacy request concerning information associated with the website, contact:

Becoming Our Best Self, LLC

Privacy Contact: Privacy Officer

Email: LetsTalk@BecomingOurBestSelf.com

Phone: (954) 933-8002

Website: becomingourbestself.com

For information concerning your rights regarding protected health information, please review Becoming Our Best Self, LLC's **Notice of Privacy Practices**.

DRAFT STATUS — NOT FOR PUBLICATION YET

This document is a development-stage draft.

Before publication, Becoming Our Best Self, LLC will review the website's actual technology and information flows, including applicable hosting, forms, cookies, analytics, tracking

technologies, scheduling or consultation tools, embedded content, security services, and other third-party integrations.

The final Website Privacy Policy will be reconciled with the technologies and data practices actually in use before publication.