

## Privacy Policy

**Effective Date:** May 2025

Raíces y Almas Unidas Counseling, PLLC ("Practice," "we," "our," or "us") is committed to protecting your privacy and the confidentiality of your personal and health information. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website, contact us, or engage in services.

### 1. Information We Collect

**Personal Information:** Name, email address, phone number, mailing address, insurance information, and emergency contact information.

**Protected Health Information (PHI):** Health-related information necessary to provide mental health services, including assessments, treatment notes, diagnoses, and billing information.

**Website & Technical Information:** IP address, browser type, pages visited, and date/time of access collected through cookies and analytics tools.

### 2. How We Use Your Information

To provide mental health services, communicate regarding appointments and billing, process payments and insurance claims, comply with legal and ethical obligations, and improve our services and website.

### 3. How We Share Your Information

We do not sell or rent your information. Information may be shared with your written authorization, for treatment/payment/operations, with insurance providers, to comply with legal obligations, or to protect safety. All disclosures comply with HIPAA.

### 4. HIPAA & Confidentiality

Your information is protected under HIPAA and state law. A separate Notice of Privacy Practices explains your rights in detail.

### 5. Telehealth & Electronic Communications

Telehealth services are provided via HIPAA-compliant platforms. Electronic communication may involve risks which you acknowledge by participating.

### 6. Data Security

We use administrative, technical, and physical safeguards including secure EHR systems and restricted access.

### 7. Your Rights

You may request access, corrections, restrictions, an accounting of disclosures, and may file a complaint without retaliation. Requests must be in writing.

## **8. Cookies & Website Use**

Cookies may be used to enhance website functionality. You may disable cookies in your browser.

## **9. Third-Party Links**

We are not responsible for the privacy practices of external websites.

## **10. Changes to This Policy**

Updates will be posted with a revised effective date.

## **11. Contact Information**

Raíces y Almas Unidas Counseling, PLLC

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