

## Privacy Policy

### Anchored in Healing Counseling and Coaching

Effective Date: 2/16/2026

Anchored in Healing Counseling and Coaching (“Anchored in Healing,” “we,” “us,” or “our”) is committed to protecting your privacy. This Privacy Policy explains **what personal information is collected, how it is used, who it is shared with, and how we protect it**, including information collected through our website, forms, and SMS communications.

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#### 1. Personal Information We Collect

We may collect the following personal information when you visit our website, complete a form, contact us, or engage with our services:

- Name
- Phone number
- Email address
- Appointment-related information
- General inquiry or contact form submissions
- Communication preferences (including SMS consent)

We collect only the minimum information necessary to communicate with you, provide services, and manage operations.

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#### 2. How Personal Information Is Used

Personal information collected by Anchored in Healing is used solely for legitimate professional and operational purposes, including:

- Responding to inquiries or requests for information
- Scheduling, confirming, or rescheduling appointments
- Sending appointment reminders or administrative notifications
- Communicating service-related or care-related information
- Improving website functionality and user experience

**We do not use personal information for unsolicited marketing.**

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### **3. SMS Communication and Consent**

If you provide your phone number and consent to receive SMS messages:

- SMS messages may be used for appointment reminders, scheduling updates, and essential administrative communication.
- Message frequency may vary.
- Message and data rates may apply.
- You may opt out at any time by replying **STOP**.

**SMS consent is not shared with third parties or affiliates.**

This includes phone numbers collected for SMS communication purposes.

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### **4. Sharing of Personal Information**

Anchored in Healing **does not sell, rent, trade, or share personal information** for marketing or advertising purposes.

Personal information may be shared only under the following limited circumstances:

- With HIPAA-compliant service providers (e.g., electronic health record systems, scheduling platforms) strictly for business operations
- When required by law, subpoena, or court order
- To protect the rights, safety, or well-being of clients, staff, or the public

All service providers are contractually required to maintain confidentiality and data security.

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### **5. Data Security and Safeguards**

We take reasonable and appropriate measures to protect personal information, including:

- Secure, encrypted electronic systems
- HIPAA-compliant platforms for clinical and administrative data
- Restricted access to authorized personnel only

- Administrative, technical, and physical safeguards to prevent unauthorized access

While no system can guarantee absolute security, we are committed to maintaining strong protections for your information.

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## 6. Cookies and Website Analytics

Our website may use basic cookies or analytics tools to understand website traffic and improve functionality. These tools do not collect sensitive or clinical information.

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## 7. Your Privacy Rights

You have the right to:

- Request information about how your personal data is used
- Request corrections to your personal information
- Withdraw consent for non-essential communications, including SMS

Requests may be submitted using the contact information below.

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## 8. Accessibility and Placement of This Privacy Policy

To ensure transparency and compliance:

- This Privacy Policy is **prominently accessible on our website**
  - A link to this policy is included:
    - Near consent language on web forms
    - In the footer of every page on our website
    - On pages where phone numbers or SMS consent are collected
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## 9. Updates to This Privacy Policy

We may update this Privacy Policy periodically. Any updates will be posted on this page with a revised effective date.

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## 10. Contact Information

If you have questions about this Privacy Policy or your personal information, contact:

### **Anchored in Healing Counseling and Coaching**

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 901-300-0403

 <https://www.anchoredinhealing.org>