



Effective Date 08/24/2025

## Embracing Behavioral Health LLC Notice of Privacy Practices

Welcome to Embracing Behavioral Health LLC. ("we," "our," or "us"). Your privacy is important to us, and we are committed to protecting the personal information you share with us. This Privacy Policy explains how we collect, use, and protect your personal information when you visit our website, <https://embracingbehavioralhealth.com/>, and use our services.

### **Protected Health Information (PHI)**

“Protected Health Information” (PHI) refers to information about you—including demographic details—that may identify you and relates to your past, present, or future physical or mental health condition, the provision of health care, or payment for health care services.

This notice also outlines your rights to access and control your PHI.

### **1. Information We Collect**

We may collect the following types of information when you interact with our website:

- **Personal Information:** This includes information you voluntarily provide, such as your name, email address, phone number, and any details you submit through contact forms, newsletter subscriptions, or other interactive features.
- **Usage Data:** We collect data about how you interact with our website. This may include your IP address, browser type, pages visited, time spent on pages, and other analytical information to help us understand and improve user experience.
- **Cookies and Tracking Technologies:** Our website may use cookies and similar technologies to enhance functionality, personalize content, and analyze site usage. You can manage or disable cookies through your browser settings.

## Disclosures and Uses of Protected Health Information (PHI)

Your protected health information (PHI) may be used and disclosed by our healthcare providers, staff, and authorized individuals outside our office who are involved in your care and treatment. These uses and disclosures are made for the purpose of providing healthcare services, supporting our business operations, obtaining payment for your care, and complying with legal requirements or other uses permitted or required by law.

We may also use the information we collect for the following purposes:

- To provide, manage, and maintain our services
- To improve and personalize your experience on our website
- To respond to inquiries and provide customer support
- To send promotional materials, newsletters, or other communications (if you have opted in)
- To monitor and analyze usage patterns and trends for improving our website and services
- To comply with legal obligations and protect our rights

## Information Sharing and Disclosure

We do not sell, trade, or otherwise transfer your personal information to third parties, except in the following situations:

- **Service Providers:** We may share information with trusted third-party service providers who help operate our website and deliver our services, provided they agree to maintain the confidentiality of your information.
- **Legal Compliance:** We may disclose your information when required to do so by law, regulation, court order, or other legal or governmental request.
- **Protection of Rights and Safety:** We may share information when necessary to protect our rights, privacy, safety, or property, as well as that of our users or others.
- **Business Transactions:** In the event of a merger, acquisition, or sale of all or a portion of our assets, your personal information may be transferred to the acquiring entity as part of that transaction.

## Data Security

We implement reasonable safeguards to protect your personal information from unauthorized access, use, or disclosure. However, please be aware that no method of

internet transmission or electronic communication is completely secure or error-free. We encourage you to exercise caution when sharing sensitive information online.

### **Your Rights Regarding Your Protected Health Information**

You have the following rights concerning your personal and protected health information:

- **Opt-Out:** You may opt out of receiving marketing communications at any time by clicking the unsubscribe link in our emails or by contacting us directly.
- **Access and Correction:** You have the right to request access to the personal information we maintain about you. You may also ask that it be corrected, updated, or deleted, subject to certain legal or regulatory limitations.
- **Cookies:** You can manage or disable cookies through your browser settings. Please note that doing so may impact the functionality or performance of our website.

### **Third-Party Links**

Our website may include links to external websites that are not operated or controlled by us. We are not responsible for the privacy practices, content, or policies of these third-party sites. We encourage you to review the privacy policies of any external websites you visit.

### **Children's Privacy**

Our website is not intended for children under the age of 13, and we do not knowingly collect personal information from anyone in this age group. If we become aware that we have inadvertently collected information from a child under 13, we will promptly delete it from our records.

### **Changes to Our Privacy Policy**

We may update this Privacy Policy periodically to reflect changes in our practices or legal requirements. Any updates will be posted on this page along with the revised effective date. We encourage you to review this policy regularly to stay informed about how we protect your information.

### **Breach Notification**

If a reportable breach involving your protected health information occurs, we will notify you as required by law. Notification will be provided no later than 60 days from the date the breach is discovered. The notice will include a description of how the breach occurred (if known), the type of information involved, and contact information for any questions or concerns you may have.

If you have any questions or concerns, please contact us at

Embracing Behavioral Health

(904) 465-2407

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Jacksonville, FL 32258

Email: [hello@embracingbehavioralhealth.com](mailto:hello@embracingbehavioralhealth.com)