

# Willowbend Pilates Privacy Policy

## **Willowbend Pilates**

**Effective Date:** August 21, 2025

**Last Updated:** August 21, 2025

### **1. Introduction**

Willowbend Pilates ("we," "us," or "our") is committed to protecting your privacy and maintaining the confidentiality of your personal information. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website at [www.willowbendpilates.com](http://www.willowbendpilates.com), use our services, or interact with us in any capacity.

### **2. Information We Collect**

#### **2.1 Personal Health Information (PHI)**

We collect and maintain health-related information that may include:

- Medical history and health conditions
- Physical limitations, injuries, or disabilities
- Exercise restrictions or modifications
- Emergency contact and physician information
- Insurance information (if applicable)
- Progress notes and session records
- Any health-related communication between you and our instructors

#### **2.2 Personally Identifiable Information (PII)**

We collect personal information that may include:

- Name, address, phone number, and email address
- Date of birth and age
- Payment information and billing details
- Account login credentials
- Session attendance records and scheduling information

- Photographs or videos (with explicit consent only)
- Any other information you voluntarily provide

## **2.3 Technical Information**

When you visit our website, we may automatically collect:

- IP address and browser type
- Device information and operating system
- Pages viewed and time spent on our website
- Cookies and similar tracking technologies
- Referral sources and website navigation patterns

## **3. How We Use Your Information**

### **3.1 Health Information Uses**

We use your PHI to:

- Provide safe and appropriate Pilates instruction
- Develop personalized exercise programs
- Monitor your progress and adjust sessions accordingly
- Ensure your safety during classes and sessions
- Communicate with healthcare providers when authorized
- Comply with legal and professional obligations

### **3.2 Personal Information Uses**

We use your PII to:

- Process class registrations and payments
- Schedule appointments and send reminders
- Communicate about services, policies, and updates
- Provide customer support
- Maintain accurate business records
- Send marketing communications (with consent)

- Improve our services and website functionality

## **4. Information Sharing and Disclosure**

### **4.1 Limited Sharing of Health Information**

We may share your PHI only in the following circumstances:

- **With Your Consent:** When you provide written authorization
- **Emergency Situations:** To protect your health and safety
- **Healthcare Providers:** When you authorize us to communicate with your physician or therapist
- **Legal Requirements:** As required by law, court order, or regulatory authority
- **Business Associates:** With service providers who assist in our operations and have signed confidentiality agreements

### **4.2 Personal Information Sharing**

We may share your PII with:

- **Service Providers:** Payment processors, scheduling software providers, and IT support
- **Legal Compliance:** Law enforcement, regulatory bodies, or courts when legally required
- **Business Transfers:** In connection with a merger, acquisition, or sale of business assets
- **Authorized Third Parties:** Only with your explicit consent

### **4.3 We Do Not Sell Your Information**

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

## **5. Data Security**

We implement appropriate technical, physical, and administrative safeguards to protect your information, including:

- Encryption of sensitive data in transit and at rest
- Secure servers and firewalls

- Access controls and employee training
- Regular security assessments and updates
- Secure storage of physical records
- Background checks for employees handling sensitive information

However, no method of transmission or storage is 100% secure, and we cannot guarantee absolute security.

## **6. Your Rights and Choices**

### **6.1 Access and Correction**

You have the right to:

- Request access to your personal and health information
- Request corrections to inaccurate or incomplete information
- Receive a copy of your records (fees may apply)

### **6.2 Communication Preferences**

You may:

- Opt-out of marketing communications at any time
- Update your contact preferences
- Request specific methods of communication for sensitive information

### **6.3 Health Information Rights**

Under applicable health information privacy laws, you may have the right to:

- Request restrictions on the use or disclosure of your PHI
- Request an accounting of disclosures of your PHI
- File a complaint regarding our privacy practices

## **7. Retention of Information**

We retain your information for as long as necessary to:

- Provide ongoing services
- Comply with legal and professional obligations

- Resolve disputes and enforce agreements
- Maintain business records as required by law

Health information is typically retained for a minimum of seven (7) years or as required by applicable law.

## **8. Cookies and Tracking Technologies**

Our website may use cookies and similar technologies to:

- Remember your preferences and login information
- Analyze website traffic and usage patterns
- Provide personalized content and advertisements
- Improve website functionality and user experience

You can control cookie preferences through your browser settings, though this may affect website functionality.

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

Our website may contain links to third-party websites. We are not responsible for the privacy practices or content of these external sites. We encourage you to review the privacy policies of any third-party sites you visit.

## **10. Children's Privacy**

Our services are intended for adults. We do not knowingly collect personal information from children under 13 without parental consent. If we become aware that we have collected information from a child under 13, we will take steps to delete such information.

## **11. State-Specific Rights**

Depending on your location, you may have additional privacy rights under state laws such as the California Consumer Privacy Act (CCPA) or other applicable regulations. These may include rights to know, delete, or opt-out of the sale of personal information.

## **12. Changes to This Privacy Policy**

We may update this Privacy Policy from time to time. We will notify you of material changes by:

- Posting the updated policy on our website
- Sending email notifications to registered users

- Providing notice during your next visit or appointment

The effective date at the top of this policy indicates when the current version was last updated.

### **13. Contact Information**

If you have questions, concerns, or requests regarding this Privacy Policy or our privacy practices, please contact us:

#### **Willowbend Pilates**

8338 Veterans Highway, suite 203 b

Millersville, MD, USA

Phone: (443) 739-6575

Email: [info@willowbendpilates.com](mailto:info@willowbendpilates.com)

**Privacy Officer:** Jacky McComber

### **14. Compliance Statement**

This Privacy Policy is designed to comply with applicable federal and state privacy laws, including but not limited to the Health Insurance Portability and Accountability Act (HIPAA) where applicable, state privacy regulations, and other relevant legislation governing the protection of personal and health information.

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*This Privacy Policy serves as our Notice of Privacy Practices for health information where required by law.*