

## **Privacy Policy**

**Effective Date:** July 2, 2019

Kelly Brink LLC (“we,” “our,” “us”) values your privacy and is committed to protecting your personal and health-related information. This Privacy Policy outlines how we collect, use, and protect your information, your rights under California law, and how to exercise those rights.

### **Information We Collect**

We may collect the following categories of personal and health-related information:

1. **Identifiers:** Name, contact details (phone number, email address), and demographic information.
2. **Health Information:** Medical history, treatment plans, health goals, and related wellness data.
3. **Payment Information:** Credit/debit card details, billing information, and transaction history.
4. **Internet Activity:** Interactions with our website, including IP address and browsing activity.
5. **Other Information:** Any additional information you provide during consultations, through forms, or via our website.

We collect health-related information only with your explicit consent and limit the collection to what is necessary to provide our services.

### **How We Use Your Information**

We use your information for the following purposes:

- To provide wellness services and create personalized treatment plans.
- To manage appointments and process payments.

- To improve our services and customer experience.
- To comply with legal obligations or respond to lawful requests.
- To communicate with you about updates, promotions, or changes to our services.

We do not sell or share your personal or health-related information with third parties for marketing purposes.

### **How We Protect Your Information**

We take appropriate measures to safeguard your information, including:

- Secure storage of physical and digital records.
- Encryption of sensitive data.
- Limiting access to authorized personnel only.
- Regular review and updating of our data protection practices.

### **How We Share Your Information**

We may share your information only in the following circumstances:

1. **Service Providers:** With vendors who assist us in providing services, such as payment processors, under strict confidentiality agreements.
2. **Healthcare Professionals:** With other practitioners involved in your care, but only with your consent.
3. **Legal Requirements:** To comply with applicable laws, court orders, or government regulations.
4. **Emergency Situations:** To protect your health and safety in urgent scenarios.

### **Your Rights Under California Law**

As a California resident, you have the following rights under the **California Consumer Privacy Act (CCPA)**:

- **Right to Know:** Request details about the personal information we collect and why.
- **Right to Delete:** Request deletion of your personal information, subject to exceptions for legal or medical record-keeping requirements.
- **Right to Access:** Obtain a copy of your personal information.
- **Right to Opt-Out:** Opt-out of the sale of your personal information (if applicable).
- **Right to Non-Discrimination:** You will not face discrimination for exercising your privacy rights.

### **How to Exercise Your Rights**

To exercise your rights, please contact us using the methods below:

- **Phone:** 949-632-1344
- **Email:** KellyBrinkLLC@gmail.com

We will verify your identity before processing your request. You may also designate an authorized agent to submit a request on your behalf.

### **Cookies and Website Tracking**

Our website may use cookies or similar technologies to enhance user experience and analyze website usage. You can adjust your browser settings to manage or disable cookies.

### **Minors' Information**

We do not knowingly collect information from individuals under 13 years of age without parental or guardian consent. If you believe we have collected such information, please contact us immediately.

## **Data Retention**

We retain your personal and health-related information only as long as necessary to fulfill the purposes outlined in this policy or as required by law.

## **HIPAA Compliance (if applicable)**

If Kelly Brink LLC qualifies as a “covered entity” under **HIPAA**, the following additional protections apply to your health information:

- **Right to Access PHI:** Request a copy of your Protected Health Information (PHI).
- **Right to Amend:** Request corrections to inaccurate or incomplete health records.
- **Right to Accounting:** Receive a report on disclosures of your health information.

You will receive a **Notice of Privacy Practices** detailing how we handle your PHI, upon request.

## **Changes to This Privacy Policy**

We may update this Privacy Policy to reflect changes in our practices or legal requirements. Any updates will be posted on this page with a revised effective date.

## **Contact Us**

If you have questions or concerns about this Privacy Policy or our data practices, please contact us:

- **Phone:** 949-632-1344

- **Email:** [KellyBrinkLLC@gmail.com](mailto:KellyBrinkLLC@gmail.com)