

Hormonacare Privacy Policy

Effective Date: August 05, 2025

At Hormonacare, we are committed to protecting the privacy and security of your personal information. This Privacy Policy outlines how we collect, use, disclose, and safeguard your data when you engage with our services, including our website (www.hormonacare.ca), virtual consultations, and in-person appointments. As a women's hormone health provider in Canada, we adhere to the Personal Information Protection and Electronic Documents Act (PIPEDA) and applicable provincial privacy laws.

1. Information We Collect

We collect the following types of information to provide personalized, evidence-based hormone care and ongoing treatment planning:

- **Personal Information:** Name, email address, phone number, mailing address, date of birth, and other identifiers provided when booking appointments or filling out forms.
- **Health Information:** Medical history, symptoms (e.g., fatigue, mood swings), lab results, hormone levels, and treatment preferences shared during consultations or follow-ups.
- **Website Usage Data:** IP address, browser type, device information, pages visited, and interactions with our site, collected via cookies and analytics tools.
- **Payment Information:** Billing details (e.g., credit card numbers) processed securely through third-party payment providers.

2. How We Collect Information

- **Directly from You:** Through forms on our website, during virtual or in-person consultations, or via email/phone communications.
- **Automatically:** Via cookies, web beacons, and analytics tools (e.g., Google Analytics) when you visit our website.
- **From Third Parties:** Lab results or referrals from healthcare providers, with your consent, to support ongoing assessments.

3. How We Use Your Information

We use your information to deliver high-quality, personalized hormone care, including:

- Providing and scheduling consultations, follow-ups, and treatments.
- Developing and adjusting evidence-based treatment plans based on ongoing assessments.
- Communicating with you about appointments, health resources, or updates (e.g., via email newsletters, with your consent).
- Processing payments securely through trusted third-party providers.

- Improving our services through analytics (e.g., tracking website usage to enhance user experience).
- Complying with legal obligations, such as record-keeping under Canadian health regulations.

4. How We Share Your Information

We do not sell or rent your personal information. We may share your data only in the following cases:

- **With Your Consent:** For example, sharing lab results with a referred specialist.
- **Service Providers:** With trusted third parties (e.g., payment processors, telehealth platforms, or analytics providers) who adhere to strict privacy standards and are contractually obligated to protect your data.
- **Legal Requirements:** To comply with Canadian laws, court orders, or to protect the safety of Hormonacare, our patients, or the public.
- **De-Identified Data:** Aggregated, anonymized data may be used for research or statistical purposes to improve hormone care.

5. Data Security

We implement robust security measures to protect your information, including:

- Encryption of sensitive data (e.g., health records, payment details) during transmission and storage.
- Secure servers and access controls to prevent unauthorized access.
- Regular audits to ensure compliance with PIPEDA and health privacy standards.
- HIPAA-compliant telehealth platforms for virtual consultations.

Despite these measures, no system is 100% secure. We strive to protect your data but cannot guarantee absolute security.

6. Your Rights and Choices

Under PIPEDA, you have the right to:

- **Access:** Request a copy of your personal information.
- **Correct:** Update inaccurate or incomplete data.
- **Withdraw Consent:** Opt out of non-essential data uses (e.g., marketing emails) at any time.
- **Delete:** Request deletion of your data, subject to legal retention requirements (e.g., health records must be kept for a minimum period under Canadian law).

To exercise these rights, contact us at privacy@hormonacare.ca. We will respond within 30 days.

7. Cookies and Tracking

Our website uses cookies to enhance functionality and user experience. You can manage cookie preferences through your browser settings or our cookie consent tool. Disabling cookies may limit site functionality.

8. Third-Party Links

Our website may link to external sites (e.g., lab partners). We are not responsible for their privacy practices. Review their policies before sharing information.

9. Retention of Information

We retain personal and health information only as long as necessary to fulfill the purposes outlined in this policy or as required by law (e.g., medical records retention under provincial health regulations, typically 7–10 years).

10. International Data Transfers

Your data is primarily stored and processed in Canada. If transferred internationally (e.g., to secure cloud servers), we ensure compliance with PIPEDA and equivalent privacy standards.

11. Updates to This Policy

We may update this Privacy Policy to reflect changes in our practices or legal requirements. We will notify you via email or a website notice. The updated policy will be effective as of the revised date.

12. Contact Us

For questions, concerns, or to exercise your rights, contact our Privacy Officer at:

Email: CONTACT@hormonacare.ca

We are committed to addressing your concerns promptly and transparently.