

MIDWIFE NORA

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Privacy Policy

Last updated: October 24, 2026

MidwifeNora (“we,” “us,” or “our”) respects your privacy and is committed to transparency about how information is collected, used, stored, and shared when you visit our website, www.midwifenora.com, or communicate with our business.

MidwifeNora is an independent professional brand providing women's health, prenatal, and fertility education, as well as certain separately arranged paid services.

Clinical healthcare services described on this website are provided through Genesis Family Health, a separate healthcare organization. MidwifeNora's website is not a patient portal and should not be used to submit confidential medical information or request emergency medical assistance.

This Privacy Policy explains our website and business information practices, including the use of third-party services and your available privacy choices.

Scope of This Privacy Policy

This Privacy Policy applies to information collected through the MidwifeNora website, www.midwifenora.com, and information received through MidwifeNora's general business communication channels.

By visiting our website, you may access educational materials, external websites, appointment scheduling links, and third-party communication services.

MidwifeNora's website is intended for general informational and educational purposes. It is not a secure patient portal and should not be used to transmit confidential medical information.

Information submitted directly to Genesis Family Health through its designated systems is governed by that organization's applicable privacy practices and notices.

Certain third-party services linked from our website maintain their own privacy policies and terms of use. We encourage visitors to review those policies before sharing personal information.

Interpretation and Definitions

For the purposes of this Privacy Policy, the following terms have the meanings described below:

- **MidwifeNora (“we,” “us,” or “our”):** Refers to the MidwifeNora professional brand and business operated by Nora Elizalde, DNP, CNM, WHNP-BC.
- **Website:** Refers to www.midwifedora.com.
- **Visitor (“you” or “your”):** Any individual accessing or using the Website.
- **Personal Information:** Information that identifies, relates to, or could reasonably be associated with an individual, such as a name, email address, or phone number.
- **Usage Data:** Technical information collected when visitors access the Website, which may include IP addresses, browser types, device information, pages visited, and visit duration.
- **Cookies:** Small data files that websites may store on a visitor's device to support functionality, remember preferences, or measure website activity.
- **Third-Party Services:** External providers or platforms used by or linked from MidwifeNora, including website hosting, communication, payment, analytics, and scheduling services, as applicable.

Information We Collect

MidwifeNora respects your privacy and seeks to limit the collection of personal information to what is reasonably necessary for website operations and business communications.

Information You Voluntarily Provide

Our website does not currently have an active contact or newsletter signup form.

Visitors may voluntarily contact MidwifeNora through external communication services, including WhatsApp Business, or other contact methods provided on the Website.

Depending on how you contact us, we may receive:

- Your name
- Your email address
- Your phone number
- The content of your message or inquiry

Information Collected Automatically

When you visit our Website, our website hosting provider and other enabled services may automatically collect certain technical information, including:

- Internet Protocol (IP) address
- Browser and device information
- Pages visited and time spent on the Website
- Date and time of visits
- Other technical information used for website functionality, security, and performance

Sensitive Health Information

MidwifeNora's website and general business communication channels are not intended for the submission of confidential medical information, laboratory results, or medical records.

Please contact Genesis Family Health through its designated communication channels for clinical appointments and patient-related concerns.

Online Communications

MidwifeNora provides links to external communication services, including WhatsApp Business, for general business inquiries.

These communication channels are intended for nonclinical questions and general information about MidwifeNora. They are not designated as secure patient communication systems.

Privacy and Confidentiality

Please do not send medical records, laboratory results, diagnoses, symptoms, or other sensitive personal health information through WhatsApp Business or general website contact links.

Electronic communications may involve third-party service providers and may be stored or processed according to those providers' privacy policies and applicable settings.

Although MidwifeNora takes reasonable steps to protect information under its control, we cannot guarantee the absolute security or confidentiality of information transmitted through third-party communication platforms.

Clinical Communications

Clinical appointments, medical advice, treatment questions, and patient-related concerns should be directed to Genesis Family Health through its designated communication channels.

MidwifeNora's general business communication channels are not intended for emergencies or urgent medical concerns.

If you are experiencing a medical emergency, call 911 or seek immediate emergency medical care.

Response Times

MidwifeNora makes reasonable efforts to respond to general business inquiries in a timely manner. Response times may vary, and immediate responses are not guaranteed.

Usage Data

When visitors access www.midwifenora.com, certain technical information may be collected automatically by our website hosting provider and other enabled website services.

This information may include:

- Internet Protocol (IP) address
- Browser type and version
- Device type and operating system
- Pages visited and time spent on the Website
- Date and time of visits
- Referring websites and other technical diagnostic information

Usage Data may be used to support website functionality, maintain security, evaluate website performance, and understand how visitors interact with our content.

The collection, processing, and retention of this information may depend on the technologies and settings used by our website hosting provider and other applicable third-party services.

Tracking Technologies and Cookies

MidwifeNora uses cookies and similar technologies to support website functionality, analyze website traffic, and improve visitors' browsing experience.

Cookies are small files stored on your device when you visit a website. They may help websites operate efficiently and provide information about how visitors interact with website content.

Website Analytics

Our website is hosted through GoDaddy, which provides website management and analytics services.

Cookies and related technologies may collect information such as:

- Browser and device information
- Pages visited
- Time spent on the website
- General website traffic and usage patterns
- Other technical information associated with website activity

Website analytics may include aggregated information used to understand visitor activity and improve website performance.

Cookie Consent

When visitors access the MidwifeNora website, a cookie notice explains that cookies are used to analyze website traffic and improve the browsing experience.

Visitors are provided with options to accept or decline optional cookies through the website's cookie consent banner.

Visitors may also manage or delete cookies through their browser settings.

Certain cookies necessary for basic website functionality may remain active regardless of cookie preferences.

Managing Cookies

Disabling cookies may affect some website features or functionality.

Information collected through third-party technologies may also be subject to the privacy practices of the applicable service providers.

How We Use Your Information

MidwifeNora may use personal information collected through its website and general business communications for the following purposes:

- **Responding to inquiries:** To answer questions and communicate with individuals who voluntarily contact MidwifeNora.
- **Operating and improving the website:** To maintain website functionality, evaluate website traffic, improve educational content, and enhance visitors' browsing experience.

- **Business administration:** To manage general business operations, maintain appropriate records, and respond to administrative requests..

Clinical and Laboratory Information

Clinical and laboratory information associated with semen analysis services is handled through Genesis Family Health and the designated outside laboratory.

Payment information associated with semen analysis services may be documented in Genesis Family Health's clinical record system as part of the service workflow. Clinical records, including payment documentation entered into those records, are subject to Genesis Family Health's applicable privacy practices, confidentiality requirements, and recordkeeping policies.

MidwifeNora's general website and WhatsApp Business communication channels are not intended for transmitting medical records, laboratory results, or other confidential patient information.

- **Website security:** To help protect the website, identify technical problems, and address potentially unauthorized activity.
- **Legal obligations:** To comply with applicable laws, regulations, and lawful requests.

Sharing Information With Service Providers

MidwifeNora may share limited information with third-party service providers when reasonably necessary for website hosting, communications, payment processing, or other business operations.

These providers may process information according to their own privacy policies, contractual obligations, and applicable laws.

MidwifeNora does not use general website contact channels to provide clinical care. Clinical information submitted through Genesis Family Health's designated systems is handled under that organization's applicable privacy practices.

Retention of Personal Information

MidwifeNora retains personal information only for as long as reasonably necessary to fulfill the purposes described in this Privacy Policy, comply with applicable legal obligations, resolve disputes, and maintain appropriate business records.

Retention periods may vary depending on the type of information and the purpose for which it was collected.

- **Business communications:** Messages and contact information may be retained as needed to respond to inquiries and maintain appropriate business records.
- **Payment and transaction records:** Information associated with paid services may be retained for accounting, tax, legal, and administrative purposes, subject to applicable requirements.
- **Website usage information:** Technical and analytics data may be retained according to the settings and policies of our website hosting provider and other applicable service providers.
- **Third-party communications:** Information exchanged through external platforms, including WhatsApp Business, may also be stored or retained according to those providers' policies and settings.

When personal information is no longer reasonably necessary, MidwifeNora may delete, de-identify, or otherwise securely dispose of it, subject to applicable legal and recordkeeping requirements.

Clinical records maintained by Genesis Family Health are governed by that organization's applicable privacy and record-retention policies.

Your Privacy Rights and Choices

MidwifeNora respects your privacy and recognizes that you may have certain rights regarding your personal information under applicable laws.

Depending on your location and applicable legal requirements, you may be able to:

- Request information about the personal information MidwifeNora maintains about you.

- Request correction of inaccurate personal information.
- Request deletion of personal information, subject to applicable legal and recordkeeping requirements.
- Ask questions about how your personal information is collected, used, or shared.
- Manage certain cookies and tracking technologies through your browser settings and available website controls.

Submitting a Privacy Request

To submit a privacy-related request, please email **info@midwifenora.com**.

MidwifeNora may request reasonable verification of your identity before responding to requests involving personal information.

Requests will be reviewed and addressed in accordance with applicable laws. Certain information may need to be retained for legal, tax, accounting, or other legitimate purposes.

For requests involving clinical records maintained by Genesis Family Health or the outside laboratory, please contact the organization responsible for those records directly.

Children's Privacy

MidwifeNora's website provides general educational information about prenatal care, women's health, fertility, and reproductive health. The website is intended for a general audience and is not specifically directed toward children under the age of 13.

MidwifeNora does not knowingly collect personal information directly from children under 13 through its website.

If a parent or legal guardian believes that a child under 13 has provided personal information to MidwifeNora through a business communication channel, they may contact us to request a review and, where appropriate, deletion of that information.

Our website does not provide a patient portal or a means for submitting confidential medical records. Clinical questions and patient-related

communications should be directed to Genesis Family Health through its designated communication channels.

Third-Party Websites, Social Media, and Affiliate Links

MidwifeNora's website contains links to third-party websites and services that are not owned or operated by MidwifeNora.

These may include:

- **Healthcare services:** Genesis Family Health and its designated appointment scheduling and patient communication platforms.
- **Social media:** Facebook and Instagram.
- **Educational resources:** Professional healthcare organizations, medical institutions, and other educational websites.
- **Affiliate links:** Amazon and other participating affiliate programs, where applicable.
- **Communication services:** WhatsApp Business and other external communication platforms.

Third-Party Privacy Practices

When you click an external link, you may be directed to a website or service with its own privacy policy, terms of use, and information collection practices.

MidwifeNora does not control the privacy practices of independently operated third-party websites or services. We encourage visitors to review their privacy policies before providing personal information.

Affiliate Links

Some links on MidwifeNora's website may be affiliate links. If you purchase a product through one of these links, MidwifeNora may earn a commission at no additional cost to you.

Affiliate partners may use cookies or other technologies to track qualifying purchases and administer their programs, subject to their own privacy policies.

Affiliate relationships do not change the educational purpose of MidwifeNora's website.

Changes to This Privacy Policy

MidwifeNora may update this Privacy Policy periodically to reflect changes in website operations, business practices, third-party services, or applicable legal requirements.

When changes are made, the revised Privacy Policy will be posted on www.midwifedora.com, and the “Last Updated” date at the beginning of the policy will be updated.

Material changes may be communicated through additional notices when appropriate or required by applicable law.

We encourage visitors to review this Privacy Policy periodically to stay informed about how their information is collected, used, and protected.

Contact Us

If you have questions about this Privacy Policy, how MidwifeNora handles personal information, or would like to submit a privacy-related request, please contact:

MidwifeNora

Nora Elizalde, DNP, CNM, WHNP-BC

Email: info@midwifedora.com

Website: <https://www.midwifedora.com/contact-us>

Please do not include medical records, laboratory results, or other sensitive personal health information in general business communications.

For clinical appointments, medical records, or patient-related privacy concerns involving Genesis Family Health, please contact Genesis Family Health directly through its designated communication channels.

MidwifeNora will review privacy-related requests and respond as appropriate under applicable law.

