

Privacy Policy for Hometown Naturopathy

Effective Date: January 1, 2026

This Privacy Policy explains how **Hometown Naturopathy, LLC** ("we," "us," or "our") collects, uses, discloses, and protects your information when you visit our website (www.hometownnaturopathy.com) or interact with our services. We are committed to safeguarding your privacy and complying with applicable laws, including the Health Insurance Portability and Accountability Act (HIPAA) for protected health information (PHI). This policy does not apply to information collected offline or through third-party sites linked from our website.

1. Information We Collect

- **Personal Information:** Name, email address, phone number, and other details you provide via contact forms, appointment bookings, or newsletter sign-ups.
- **Health Information (PHI):** Medical history, symptoms, and other sensitive data shared during consultations, testing (e.g., blood analysis, thermal imaging), or supplement orders. This is governed by HIPAA.
- **Automatically Collected:** IP address, browser type, device information, and usage data via cookies and tracking technologies (e.g., Google Analytics) to improve site functionality.
- **From Third Parties:** Information from partners like payment processors (e.g., Square) or supplement providers (e.g., Standard Process Patient Direct).

We do not knowingly collect information from children under 13 without parental consent.

2. How We Use Your Information

- To provide and improve services, such as scheduling appointments, processing payments, and delivering personalized wellness plans.
- For communication: Sending newsletters, appointment reminders, or responses to inquiries.
- Under HIPAA: For treatment (e.g., sharing PHI with labs for analysis), payment (e.g., billing), and healthcare operations (e.g., quality assessments).
- For website analytics, marketing (with consent), and legal compliance.

- We do not sell your information.

3. How We Share Your Information

- **With Your Consent:** For referrals or sharing with family/friends involved in your care.
- **As Required by Law:** For public health, legal obligations, or emergencies.
- **Service Providers:** With trusted vendors (e.g., Square for payments, Wix for hosting) bound by confidentiality and HIPAA where applicable.
- **HIPAA Disclosures:** PHI may be shared for treatment, payment, operations, or as permitted (e.g., to health plans, public health authorities). We will obtain authorization for uses like marketing.
- We do not share PHI without your authorization except as allowed by HIPAA.

4. Security Measures

We use reasonable administrative, technical, and physical safeguards to protect your information, including encryption for sensitive data and secure servers. Under HIPAA, we maintain strict protocols for PHI security. However, no online transmission is 100% secure, so we cannot guarantee absolute protection. We will notify you of any breaches as required by law.

5. Your Rights

- **Access and Correction:** Request to view, copy, or amend your information (including PHI) by contacting us. We may charge a reasonable fee for copies.
- **Restrictions:** Request limits on certain uses/disclosures of PHI; we will consider but are not required to agree.
- **Accounting:** Receive a list of PHI disclosures (excluding treatment/payment/operations) for the past 6 years.
- **Opt-Out:** Unsubscribe from marketing emails or newsletters at any time.
- **California Residents:** Additional rights under CCPA, including data deletion requests.

- To exercise rights, email hometownND@gmail.com.

6. Cookies and Tracking

We use cookies for site functionality and analytics. You can manage preferences via browser settings, but this may limit features. Third-party tools (e.g., Google Analytics) may collect non-personal data; their policies apply.

7. Changes to This Policy

We may update this policy periodically. Changes will be posted here with the new effective date. Continued use constitutes acceptance.

8. Contact Us

For questions or complaints, contact:

Hometown Naturopathy, LLC

Email: hometownND@gmail.com

Phone: 678-216-7494

For HIPAA-specific concerns, you may also contact the U.S. Department of Health and Human Services at www.hhs.gov/ocr/privacy/hipaa/complaints/. We will not retaliate against you for filing a complaint.