

Privacy Policy for Good News Naturopathic Clinic

Effective Date: December 1, 2024

1. Introduction: Good News Naturopathic Clinic ("we," "us," or "our") values your privacy and is committed to protecting your personal information. This Privacy Policy outlines how we collect, use, disclose, and safeguard your information when you visit our website, use our services, or otherwise engage with our clinic. Please read this policy carefully. By accessing or using our services, you agree to the terms of this Privacy Policy.

2. Information We Collect: We may collect the following types of information from you:

- **Personal Information:** This includes your name, date of birth, address, phone number, email address, and other identifiers you provide when booking appointments, filling out forms, or communicating with us.
- **Health Information:** As a healthcare provider, we may collect information about your health, medical history, treatment plans, and other information necessary to provide naturopathic care.
- **Payment Information:** We collect payment details, such as billing address and credit card information, to process payments for our services.
- **Technical Information:** When you visit our website, we may collect your IP address, browser type, operating system, and other technical details to ensure site functionality and improve user experience.
- **Usage Information:** We may collect information on how you use our website, including pages viewed, links clicked, and other actions you take.
- **Cookies:** We use cookies and similar tracking technologies to collect information about your browsing preferences, such as the pages you visit, the links you click, and other actions you take on our website.

3. How We Use Your Information: We use the information we collect for the following purposes:

- **To Provide Services:** Schedule appointments, provide treatment, and support your healthcare journey.
- **To Process Payments:** To facilitate billing, payments, and reimbursements.
- **To Communicate:** To send appointment reminders, respond to inquiries, and notify you of updates or changes to our services.
- **To Improve Our Services:** To monitor and improve the quality of our offerings, website, and customer experience.
- **To Comply with Legal Obligations:** To fulfill legal, regulatory, and licensing requirements as a healthcare provider.

4. How We Share Your Information: SMS opt-in or phone numbers collected for SMS communication are not shared with outside parties. We won't trade, sell, or share your personal information with any third party

- **With Service Providers:** We may share information with third-party providers who assist us in delivering services, such as payment processors and IT support.
- **With Healthcare Partners:** We may share your information with other healthcare providers if treatment, care coordination, or referrals are required.
- **With Legal Requirements:** We may disclose your information if required by law or to protect our rights, privacy, safety, or property.

5. Data Security: We employ reasonable security measures to protect your personal information from unauthorized access, disclosure, alteration, and destruction.

6. Your Choices: You have the following rights regarding your personal information:

- **Access:** You may request access to the personal information we hold about you.
 - **Correction:** You may request correction of inaccurate or incomplete information.
 - **Opt-Out:** You can opt out of receiving marketing communications by following the instructions in the communication.
-

7. Retention of Information: We retain your personal information for as long as necessary to provide our services, comply with legal obligations, resolve disputes, and enforce our agreements. Applicable healthcare and legal regulations may determine retention periods.

8. Cookies and Tracking Technologies: Our website may use cookies, web beacons, and similar tracking technologies to enhance user experience, analyze website traffic, and support marketing efforts. You can manage cookie preferences through your browser settings.

9. Changes to This Privacy Policy: We may update this Privacy Policy occasionally to reflect changes in our practices, technology, legal requirements, or other factors. We encourage you to review this policy periodically for updates. The "Effective Date" at the top of this policy indicates the most recent update.

10. Contact Us: If you have questions, concerns, or requests regarding this Privacy Policy or your personal information, please get in touch with us at: 203-450-6463

Good News Naturopathic Clinic
83 East Ave, STE 209
Email: TheGoodNewsClinic@gmail.com
Phone: 203-450-6463

We are committed to resolving privacy-related inquiries and ensuring your rights are respected.