

Privacy Policy

Effective Date: 03/31/2025

Last Updated: 08/09/2025

Care By Alex Holistic Health & Wellness (Care By Alex, PLLC) (“Care By Alex,” “we,” “our,” or “us”) respects your privacy and is committed to protecting the personal information you share with us through our website, <https://carebyalex.com> (the “Site”).

This Privacy Policy explains how we collect, use, and safeguard information from visitors to our Site, and how you can control your information. This policy applies only to data collected through our website and does not replace our **Notice of Privacy Practices**, which explains how we handle Protected Health Information (PHI) under HIPAA for patients.

1. Information We Collect

We may collect the following information when you use our Site:

- **Personal Information You Provide:** Name, email address, phone number, mailing address, and any details you submit through contact forms, appointment booking, newsletter sign-ups, or other interactive features.
 - **Technical Information:** IP address, browser type, device information, operating system, and browsing activity via cookies and similar tracking technologies.
 - **Non-PHI Health-Related Information:** Any health-related details you provide via online forms for inquiry purposes (note: treatment-related health data is protected by our HIPAA NPP).
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2. How We Use Your Information

We use the information collected through our Site for purposes such as:

- Responding to your inquiries or requests.
 - Scheduling and managing appointments.
 - Sending service updates, educational content, and promotional offers (only if you opt in).
 - Improving our website functionality and user experience.
 - Complying with legal and regulatory obligations.
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3. Cookies & Tracking Technologies

- We use cookies, pixels, and similar tracking technologies (“cookies”) to operate this website securely, improve your browsing experience, analyze traffic, and—if you consent—deliver personalized content and advertising. This section explains how we use cookies, how your preferences are managed, and your rights under applicable laws.

Types of Cookies We Use

- **Essential Cookies** – Required for secure site operation, fraud prevention, and security features. These cannot be turned off.
 - **Analytics Cookies** – Help us understand site usage and improve performance.
 - **Advertising Cookies** – Used for personalized advertising and remarketing campaigns.
 - **Functional Cookies** – Enhance site features and remember your preferences.
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Consent & Script Blocking

- We use a **script management tool (Script Blocker)** that prevents non-essential cookies and third-party scripts from loading until you give consent.
 - If you **Reject Non-Essential Cookies**, only essential cookies will be set.
 - When you consent to analytics or advertising cookies, these services operate in their standard mode; if you decline, **Google Consent Mode** ensures that Google services (such as Analytics and Ads) operate in a privacy-safe, cookieless mode while still allowing basic, aggregated site measurement.
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Do Not Track (DNT) & Global Privacy Control (GPC)

- We honor browser privacy signals:
 - If your browser sends a **Do Not Track** request or a **Global Privacy Control** signal, we will automatically limit tracking to essential cookies only.
 - No manual opt-out is required when these signals are detected.
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Your Rights

- Depending on where you live, you may have additional rights:
- **CCPA/CPRA (California)** – You may request to access, delete, or correct your personal information, or opt out of the sale or sharing of personal information.

- **GDPR (EU/UK)** – You may withdraw consent at any time, request a copy of your data, request correction or deletion, and restrict or object to processing.
 - To submit a request, please use our **Data Request Form**, email privacy@carebyalex.com, or call **(855) 305-2539**.
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- **Managing Cookies**

- You can:
 - Adjust your cookie preferences at any time using the “Cookie Settings” link in our footer.
 - Change your browser settings to block or delete cookies.
 - Use GPC-enabled browsers to automatically opt out of non-essential tracking.
 - Please note: disabling certain cookies may affect website functionality.
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- **HIPAA Notice**

- No Protected Health Information (PHI) is collected through cookies. PHI is only collected through secure, HIPAA-compliant systems and is governed by our **Notice of Privacy Practices**.
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4. How We Share Information

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

- With trusted service providers who assist in operating our Site, scheduling, or marketing, bound by confidentiality agreements.
 - When required by law, regulation, or legal process.
 - To protect the rights, safety, or property of our patients, visitors, and organization.
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5. Your Privacy Rights

Depending on your location, you may have rights under state or federal laws, including the right to:

- Access and obtain a copy of your personal information.

- Request correction or deletion of your information.
- Opt out of certain data collection or marketing communications.

California Residents (CCPA): You may request a list of the categories of personal information collected and request deletion of your personal data, subject to legal exceptions.

Nevada Residents: You may opt out of the sale of personal information by contacting us.

Colorado, Oregon, Washington, Vermont Residents: You may request to access, correct, or delete personal information and opt out of targeted advertising or the sale of personal data.

To exercise your rights, contact us at **privacy@carebyalex.com** or call **(855) 305-2539**.

6. Third-Party Links

Our Site may contain links to other websites. We are not responsible for the privacy practices or content of third-party websites.

7. Data Security

We maintain technical, administrative, and physical safeguards to protect your information against unauthorized access, disclosure, alteration, or destruction.

8. Children's Privacy

Our Site is not intended for individuals under the age of 13. We do not knowingly collect personal information from children without parental consent.

9. Changes to This Policy

We may update this Privacy Policy from time to time. The revised policy will be posted on this page with the updated effective date.

10. Contact Us

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

Care By Alex Holistic Health & Wellness

Email: privacy@carebyalex.com

Phone: (855) 305-2539

Website: <https://carebyalex.com>