



# First-Aid Counseling, PLLC

P: 919-355-8050 • F: 919-800-3677 • [counseling@first-aidcounseling.com](mailto:counseling@first-aidcounseling.com)

## Privacy Policy

### First-Aid Counseling

**Effective Date:** March 12, 2023

At First-Aid Counseling, your privacy matters to us. We are committed to protecting your personal information and maintaining the confidentiality of the information you share with us. This Privacy Policy explains how we collect, use, disclose, and safeguard information obtained through our website and services.

### Information We Collect

We may collect personal information that you voluntarily provide, including:

- Name
- Phone number
- Email address
- Date of birth
- Insurance information
- Information submitted through contact forms, appointment requests, or intake forms
- Any information you choose to share through communication with our office

We may also automatically collect limited technical information through our website, including:

- IP address
- Browser type
- Device information
- Website usage information
- Cookies and analytics data

### How We Use Your Information

Information collected may be used to:



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- Schedule and manage appointments
- Respond to inquiries and requests
- Provide counseling and related services
- Verify insurance benefits
- Improve our website and client experience
- Send appointment reminders and practice communications
- Maintain administrative and business operations
- Comply with legal and regulatory requirements

## Protected Health Information (PHI)

As a mental health practice, certain information may be considered Protected Health Information (PHI) under the Health Insurance Portability and Accountability Act (HIPAA).

The privacy and use of PHI are governed by our Notice of Privacy Practices and applicable federal and state laws. Information shared through our website should not be considered a substitute for secure clinical communication platforms.

Please avoid sending confidential or sensitive clinical information through website contact forms.

## Electronic Communication

If you contact us through email, text, website forms, or other electronic communication methods, please understand that these methods may not always be fully secure. While we make reasonable efforts to protect your information, electronic communication carries some risk.

By contacting us electronically, you acknowledge and accept these risks.

## Telehealth and Online Services

First-Aid Counseling offers secure telehealth services through HIPAA-compliant platforms. While we use reasonable safeguards to protect your information, no electronic transmission system can guarantee complete security.



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## Sharing Information

We do not sell, rent, or share your personal information for marketing purposes.

Information may be disclosed only when necessary:

- To process insurance claims and billing
- To coordinate care with your authorization
- To comply with legal obligations
- To respond to court orders or mandatory reporting requirements
- To protect safety in situations involving risk of harm
- To trusted business associates who assist in practice operations

All disclosures are handled in accordance with applicable laws and ethical standards.

## Cookies and Website Analytics

Our website may use cookies and analytics tools to improve user experience and understand website traffic patterns.

You may disable cookies through your browser settings; however, some website features may not function properly.

## Third-Party Websites

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

## Children's Privacy

Our website is not intended to knowingly collect information from children under age 13 without parental involvement. If we become aware of information collected improperly, we will take reasonable steps to remove it.

## Security Measures



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We implement reasonable administrative, technical, and physical safeguards designed to protect your information from unauthorized access, disclosure, alteration, or misuse.

While we strive to protect your information, no system can guarantee complete security.

## Your Rights

You may have rights regarding your personal information, including the right to:

- Request access to information
- Request corrections
- Request limitations on certain uses or disclosures
- Withdraw consent when applicable
- Request information regarding privacy practices

Requests may be submitted by contacting our office.

## Changes to This Privacy Policy

We reserve the right to update this Privacy Policy at any time. Changes will become effective upon posting to our website.

## Contact Information

### First-Aid Counseling

Phone: (919) 355-8050

Email: [counseling@first-aidcounseling.com](mailto:counseling@first-aidcounseling.com)

Website: <https://www.first-aidcounseling.com>

If you have questions regarding this Privacy Policy, please contact our office.