

# A New Leaf Therapeutic Services PLLC

## Policies & Procedures Manual

<b>Policy Name and Number:</b>	<b>Privacy Policy</b>
Date last reviewed:	TBD
Approval or last revision:	January 12, 2022

### Preamble:

*A New Leaf Therapeutic Services PLLC* respects the privacy of its clients and online social media and website viewers by outlining the data and information that will be collected, shared, and used while consumers view and/or use *A New Leaf Therapeutic Services PLLC's* website and online social platforms.

### Scope:

The *Privacy Policy* applies to all clients, potential clients, and online viewers or users of *A New Leaf Therapeutic Services PLLC's* website and social media platforms.

### Policy:

*A New Leaf Therapeutic Services PLLC* respects your privacy. The purpose of the Privacy Policy is to explain how we collect, use, share, and protect the personal information provided to us when you access our website, your patient portal, or engage with us on social media, as well as your right to privacy. Please read this Privacy Policy carefully. The "Approval or last revision" date at the top of this policy will let you know when there have been any updates or changes to this policy. Any changes to the *Privacy Policy* takes effect immediately upon publication on our website, and you waive specific notice of any changes to the Policy by continuing to use and access our site(s). We encourage you to review this *Privacy Policy* periodically, when you use our website for any purpose or engage with us on social media. You are considered to have accepted any new changes or revisions made to the *Privacy Policy* by your continued use of our website after the revised *Privacy Policy* is posted.

### INFORMATION THAT WE COLLECT

We collect a variety of information from you when you visit our website, complete screening forms via our website, access your patient/parent portal, or interact with us on social media. By accepting this *Privacy Policy*, You are consenting to our collection of the data described below, to our use of the data, to the processing of the data, and to our

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sharing of the data with third-party processors as needed for our legitimate business interests. The information we collect may include the following:

### **PERSONAL DATA**

Personal Data is information that can be used to identify you specifically, including but not limited to, your name, email address, telephone number, insurance information, or demographic information such as your age, gender, or place of residence. You consent to giving us this information by providing it to us voluntarily on or through our website or any mobile application. You provide some of this information when you show interest in any one of our three therapy services offered by way of completing a screening form via a link embedded in our website. You may also provide this information by participating in various activities associated with our site, including contacting or chatting with us with questions. Your decision to disclose this data is entirely voluntary. You are under no obligation to provide this information; however, your refusal may prevent you from accessing certain benefits or services included on our website. You are also provided with the alternative option available to you by contacting our phone number or email address listed on the website to complete an over the phone screening or have the screening form emailed directly to you.

### **DERIVATIVE DATA**

Derivative data is information that our servers automatically collect about you when you access our website, such as your IP address, browser type, the dates and times that you access our website, and the specific pages you view. If you are using a mobile application, our servers may collect information about your device name and type, your phone number, your country of origin, and other interactions with our application. Derivative data may also include data collected by third-party service providers, such as advertising and analytics providers, and may include cookies, log data, or web beacons. Cookies are discussed more fully below. Derivative data collected by third-party service providers generally does not identify a specific individual. If you use our website via a mobile device or app, our website may collect information about your mobile device, including device ID, model and manufacturer, and location information.

### **FINANCIAL DATA**

Financial data is data that is related to your payment method, such as credit or debit card or bank transfer details. We collect financial data via our patient portal link (which is embedded into our website) when you log in to pay for services, whether that be a self-pay option, copay, deductible, or cost-share. We store limited financial data, as we only have

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access to your card and payment information when stored in our secure EMR system/portal. Your patient portal can be accessed through the link provided on our website or you can call the number listed on the website to give your payment information over the phone while our administrative team completes the transaction for you.

### **SOCIAL NETWORKING DATA**

We may access personal information from social networking sites and apps, including Facebook, Instagram, and/or LinkedIn, or other social networking sites or apps not named specifically here, which may include your name, your social network username, location, email address, age, gender, profile picture, and any other public information. If you do not want us to access this information, please go to the specific social networking site and change your privacy settings.

### **QUESTIONS AND YOUR CONTACT INFORMATION**

If you would like to: access, correct, amend or delete any personal information we have about you, you are invited to contact us by email at [mackenzie@fayettevillenewleaf.com](mailto:mackenzie@fayettevillenewleaf.com) or send us mail to: 920 Cambridge St, Fayetteville, NC 28303.