Website Privacy Policy

Purpose of This Policy

Modern Therapy Madison, LLC ("Practice") respects your privacy and is committed to protecting personal information collected through its website, moderntherapymadison.com ("Website").

This Website Privacy Policy describes how information may be collected, used, maintained, and disclosed when you visit or interact with the Website.

This policy applies to Website visitors, prospective clients, and other individuals who interact with Practice through its Website. Additional privacy protections may apply to information collected in connection with psychotherapy services.

Relationship to the Notice of Privacy Practice

This Website Privacy Policy is separate from Practice's Notice of Privacy Practices, which describes how protected health information ("PHI") may be used and disclosed in accordance with the Health Insurance Portability and Accountability Act ("HIPAA") and applicable Wisconsin law.

When information collected through the Website constitutes PHI, Practice will handle that information in accordance with applicable health care privacy and confidentiality requirements.

Nothing in this Website Privacy Policy authorizes the use or disclosure of PHI beyond what is permitted by applicable law.

Practice's Notice of Privacy Practices is available through the Website and upon request.

Information You Voluntarily Provide

Practice may collect personal information that you voluntarily provide when interacting with the Website or communicating with Practice.

Depending upon the nature of your interaction, this information may include:

- your name;
- email address;
- telephone number;
- general information regarding your inquiry;
- communication or scheduling preferences;
- information submitted through Website contact or consultation request forms; and
- other information you voluntarily provide.

Providing information through the Website is voluntary. However, certain information may be necessary for Practice to respond to an inquiry or facilitate a requested service.

Information Collected Automatically

When you visit the Website, certain technical and usage information may be collected automatically through Website hosting services, cookies, analytics tools, or other technologies.

Depending upon the technologies and settings in use, this information may include

- internet protocol (IP) address;
- browser type and version;
- device type and operating system;
- general geographic information;
- pages visited and time spent on the Website;
- referring websites or search engines;
- dates and times of Website visits; and
- information regarding interactions with Website features.

This information may be used to support Website functionality, security, performance, accessibility, and general understanding of Website usage.

How Information May Be Used

Information collected through the Website may be used for purposes such as:

- responding to inquiries and requests for information;
- facilitating consultation requests and administrative communication;
- providing information regarding Practice services;
- maintaining and improving Website functionality, content, and accessibility;
- evaluating general Website performance and usage;
- protecting Website security and preventing unauthorized activity;
- managing Practice operations; and
- complying with applicable legal and regulatory requirements.

Practice will use and disclose information that constitutes PHI only as permitted by applicable health care privacy laws.

Website Hosting and Third-Party Services

The Website is hosted through Wix.com, a third-party website development and hosting platform.

Wix may process certain information in connection with Website hosting, security, functionality, and other services used to operate the Website.

Practice may also use third-party services to support Website functionality, electronic communication, scheduling, analytics, or other appropriate business activities.

Third-party service providers may process information in accordance with their applicable privacy policies, service agreements, and legal obligations

Practice will evaluate applicable privacy and security requirements when selecting services that may receive or process confidential information, including obtaining appropriate agreements when required by law.

Additional information regarding Wix's privacy practices is available at:

https://www.wix.com/about/privacy

Cookies and Similar Technologies

The Website may use cookies and similar technologies to support its operation and functionality.

Cookies are small data files that may be stored on your device when you visit a website.

Depending upon Website configuration, cookies and similar technologies may be used for:

- essential Website functionality;
- Website security;
- remembering preferences;
- evaluating Website performance; an
- understanding general Website usage.

You may manage certain cookie preferences through your browser settings or any cookie-management tools made available through the Website.

Disabling certain cookies may affect Website functionality.

Practice will evaluate its use of cookies, analytics, and other tracking technologies in accordance with applicable privacy and confidentiality requirements.

Website Analytics and Advertising

Practice may use Website analytics to understand general patterns of Website usage and improve Website content, functionality, and performance.

Practice does not use protected health information for marketing or advertising purposes and does not sell protected health information.

Practice will take reasonable steps to prevent unauthorized disclosure of confidential health information through Website analytics, advertising technologies, or other third-party services.

Contact Forms and Electronic Communication

Website contact forms and general electronic communications are intended primarily for initial inquiries, scheduling, and administrative purposes.

You are encouraged to limit the amount of sensitive personal or health information submitted through general Website contact forms, email, or other communication methods not specifically designated for confidential clinical communication.

Submitting an inquiry through the Website does not establish a therapeutic relationship or guarantee the availability of psychotherapy services.

Website inquiries and electronic communications are not continuously monitored and should not be used to request emergency or crisis assistance

If you are experiencing an emergency or believe that you or another person are in immediate danger, contact 911 or go to the nearest emergency department. The 988 Suicide & Crisis Lifeline may also be accessed by calling or texting 988.

External Websites and Resources

The Website may contain links to external websites, social media platforms, professional directories, educational resources, applications, or other third-party services.

These links are provided for informational purposes or convenience.

External websites and services operate independently of Practice and may maintain their own privacy policies, terms of use, data collection practices, and security procedures

Practice cannot control the privacy practices or activities of independently operated third-party websites.

You are encouraged to review the privacy policies of external websites and services before providing personal information.

Information Sharing and Disclosure

Practice may disclose Website-related information when reasonably necessary to:

- operate and maintain the Website;
- respond to your requests
- obtain appropriate business or technical services
- protect the security of the Website and Practice operations;
- comply with applicable legal obligations; or
- exercise or protect applicable legal rights.

Practice will not disclose confidential health information except as permitted or required by applicable law.

Information Security

Practice takes reasonable administrative, technical, and physical precautions to protect information under its control.

However, no website, electronic communication method, internet connection, or information storage system can be guaranteed to be completely secure.

Additional information regarding electronic communication and the protection of health information is provided in Practice's Notice of Privacy Practices and applicable informed consent documents.

Information Retention

Information collected through the Website may be retained for periods reasonably necessary to respond to inquiries, administer Practice operations, maintain appropriate business records, comply with legal obligations, or fulfill other legitimate purposes.

Information that becomes part of a clinical record will be maintained in accordance with applicable professional, legal, confidentiality, and record-retention requirements

Information maintained by third-party services may also be subject to their applicable retention practices and legal obligations.

Your Privacy Choices

Depending upon the information involved and applicable law, you may have choices regarding the collection, use, or retention of personal information.

You may contact Practice to:

- ask questions regarding information collected through the Website;
- request correction of inaccurate personal information;
- request deletion of information when applicable and legally permitted;
- communicate preferences regarding nonessential communications; or
- raise concerns regarding Website privacy practices

Certain information may need to be retained to comply with legal, professional, clinical, or record-retention requirements.

Rights concerning access to, amendment of, or restrictions on protected health information are described separately in Practice's Notice of Privacy Practices.

Children's Privacy

Modern Therapy Madison, LLC provides psychotherapy services to adults. The Website is not specifically directed toward children under the age of 13, and Practice does not knowingly collect personal information from children under the age of 13 through the Website.

If Practice becomes aware that such information has been collected, Practice will take appropriate steps consistent with applicable law.

Changes to This Policy

Practice may revise this Website Privacy Policy as Website features, technology, business practices, or applicable legal requirements change.

The current version will be available through the Website.

Questions or Privacy Concerns

Questions regarding this Website Privacy Policy or Practice's handling of personal information may be directed to:

Modern Therapy Madison, LLC
Phone: (608) 218-1496
Email: info@moderntherapymadison.com

Questions concerning protected health information or rights under HIPAA may also be directed to Practice's Privacy Official using the contact information above.