

HEARTWOOD COUNSELING, LLC

PRIVACY POLICY

Introduction

This Privacy Policy outlines Heartwood Counseling, LLC ("we", "our", or "the Company") practices with respect to information collected from users who access our website at <https://heartwoodcounseling1.clientsecure.me>, or otherwise share personal information with us (collectively: "Users").

Grounds for data collection

Processing of your personal information (meaning any information which may potentially allow your identification with reasonable means; hereinafter "Personal Information") is necessary for the performance of our contractual obligations towards you and providing you with our services, to protect our legitimate interests, and for compliance with legal and financial regulatory obligations to which we are subject. When you use the Site, you consent to the collection, storage, use, disclosure, and other uses of your Personal Information as described in this Privacy Policy.

We encourage our Users to carefully read the Privacy Policy and use it to make informed decisions.

What information we collect?

We collect two types of data and information from Users:

1. **Non-personal Information:** This includes un-identified and non-identifiable information pertaining to a User(s), which may be made available or gathered via your use of the Site. Non-personal Information collected may include:

- Aggregated usage information

- Technical information transmitted by your device (e.g., browser type, operating system, language preference, access time)
- Activity on the Site (e.g., pages viewed, online browsing, clicks, actions)

1. **Personal Information:** This is individually identifiable information, namely information that identifies an individual or may with reasonable effort identify an individual. Such information includes:

- **Device Information:** Geolocation data, IP address, unique identifiers (e.g., MAC address and UUID), and other information related to your activity on the Site.
- **Registration Information:** When you register on our Site, you may be asked to provide certain details such as full name, email address, physical address, and other relevant information.

How do we receive information about you?

We receive your Personal Information from various sources:

- When you voluntarily provide us your personal details to register on our Site.
- When you use or access our Site in connection with your use of our services.
- From third-party providers, services, and public registers (e.g., traffic analytics vendors).

What information we collect?

We do not rent, sell, or share Users' information with third parties except as described in this Privacy Policy.

We may use the information for the following purposes:

- Communicating with you – sending you notices regarding our services, providing technical information, and responding to customer service issues.

- Keeping you informed of our latest updates and services.
- Serving advertisements when you use our Site (see "Advertisements" below).
- Marketing our websites and products (see "Marketing" below).
- Conducting statistical and analytical purposes to improve the Site.

In addition, we may share Personal Information with trusted third-party providers for the following purposes:

- Hosting and operating our Site.
- Providing personalized services.
- Storing and processing information on our behalf.
- Serving advertisements and assisting in evaluating advertising campaigns.
- Providing marketing offers and promotional materials related to our Site.
- Performing research, technical diagnostics, or analytics.

We may disclose information if we believe it is necessary to comply with legal obligations, enforce our policies, or prevent harm.

User Rights

You may request to:

- Access your stored Personal Information and supplementary information.
- Receive a copy of your Personal Information in a structured, commonly used format.
- Request rectification or erasure of your Personal Information.
- Object to the processing of Personal Information by us.
- Restrict processing of your Personal Information.
- Lodge a complaint with a supervisory authority.

If you wish to exercise any of these rights, please contact our Data Protection Officer ("DPO") at heartwoodcounseling1@gmail.com].

Retention

We retain your Personal Information as long as necessary to provide our services, comply with legal obligations, resolve disputes, and enforce our policies. Retention periods depend on the type of information collected and its purpose. We ensure outdated, unused information is destroyed at the earliest reasonable time.

Cookies

We and our trusted partners use cookies to improve the functionality of our Site. Cookies help with navigation, storing preferences, and compiling statistical data. The Site uses the following cookies:

- **Session Cookies:** Temporary cookies that are deleted when the browser is closed.
- **Persistent Cookies:** Saved on your device for fixed periods to store preferences.
- **Third-Party Cookies:** Set by third-party services, such as analytics providers.

You can remove cookies via your device settings; however, this may affect Site functionality.

Advertisements

We use third-party advertising technology to serve ads based on your activity on the Site. You may opt out of personalized advertisements through organizations like NAI or DAA.

Marketing

We may use your Personal Information to send promotional materials. You can opt out of marketing communications by unsubscribing through provided links.

Corporate Transaction

In the event of a corporate transaction, Personal Information may be transferred to the acquiring entity.

Minors

The Site is not directed at children. If you believe your child has provided Personal Information without consent, please contact us at [heartwoodcounseling1@gmail.com].

Updates or Amendments to this Privacy Policy

We reserve the right to update this Privacy Policy. Material changes are effective immediately upon posting. Continued use of the Site constitutes agreement to the revised policy.

How to Contact Us

For general questions or concerns about this Privacy Policy, please contact us at [heartwoodcounseling1@gmail.com].

Last Modified: [March 16, 2025]