



Website Privacy Policy

Effective Date: 9/1/2025

Last Updated: 9/1/2025

Professional Therapy Services, Inc. (“we,” “us,” or “our”) respects your privacy. This Website Privacy Policy explains how we collect, use, and safeguard information when you visit our website.

1. Information We Collect

When you visit our website, we may collect:

- Personal Information You Provide: Name, phone number, email, or other details if you complete a form (e.g., appointment request, contact form, job application).
- Technical Information: IP address, browser type, pages viewed, time on site, and referring website.
- Cookies & Analytics: We may use cookies or similar technologies to improve site performance and understand how visitors use our site.

2. How We Use Your Information

We use your information to:

- Respond to inquiries and provide requested services (e.g., appointment requests).
- Improve website functionality and user experience.
- Communicate with you if you opt-in to receive updates (e.g., newsletters or SMS alerts).
- Comply with applicable legal, security, and regulatory requirements.
- We do not sell or rent your personal information to third parties for marketing.

3. Protected Health Information (PHI) & HIPAA

- If you are a patient, any health information you provide through secure forms, portals, or during care is considered Protected Health Information (PHI). PHI is governed by our [Notice of Privacy Practices](#), which explains your HIPAA rights and our responsibilities.
- This Website Privacy Policy does not replace our HIPAA NPP. If there is a conflict, the NPP controls.

4. Cookies & Tracking

- Our site may use cookies or similar tracking technologies to improve functionality. You may disable cookies through your browser, but some features of the site may not work as intended.

5. Security

We use administrative, technical, and physical safeguards to protect your information through our website. However, no system is completely secure. Please do not submit sensitive medical details through unsecured web forms. For health-related communication, use our patient portal or call our office.

6. Your Choices & Rights

- You may opt out of receiving non-clinical communications (e.g., newsletters) at any time.
- For SMS/text messaging, please review our [SMS Text Messaging Privacy Policy](#)
- For PHI, please review your rights under our [Notice of Privacy Practices](#).

7. Data Retention

We retain opt-in and opt-out records as required by law and HIPAA. Message logs may be retained for compliance and auditing purposes, but PHI content is minimized.

8. Security

We use reasonable administrative, technical, and physical safeguards to protect your information. However, no system is completely secure, and text messages may carry inherent risks.

9. Children's Privacy

Our website is not directed to children under 13. We do not knowingly collect information from children.

10. Updates to This Notice

We may update this Website Privacy Notice from time to time. Changes will be posted with a revised “Last Updated” date.

11. Contact Us

If you have any questions about this Privacy Notice or our practices, please contact us at:

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