

WEBSITE PRIVACY POLICY

Alternative Pride Wellness, LLC

Website: AlternativePrideWellness.com | Effective Date: October 10, 2026

Alternative Pride Wellness, LLC respects the privacy of visitors to its website. This Website Privacy Policy explains the types of information that may be collected through the public website, how that information may be used or disclosed, and choices available to website visitors.

Important: This Website Privacy Policy is different from the Practice's HIPAA Notice of Privacy Practices. The HIPAA Notice explains how protected health information is handled in connection with health care services. This policy primarily addresses information associated with use of the public website.

1. SCOPE OF THIS POLICY

This policy applies to the public website operated for Alternative Pride Wellness, LLC and to information collected through website features under the Practice's control. It does not replace the Notice of Privacy Practices, psychotherapy consent, telehealth consent, or other clinical privacy documents.

Third-party websites, portals, scheduling services, payment processors, social-media platforms, or other services linked from the website may maintain their own privacy practices and policies.

2. INFORMATION YOU VOLUNTARILY PROVIDE

Depending on the website features you use, you may voluntarily provide information such as your name, email address, telephone number, information entered into a contact form, newsletter or mailing-list information, and other information you choose to submit.

Please do not use ordinary website contact forms, comments, or general website messaging to send highly sensitive clinical information, detailed mental health histories, diagnoses, treatment records, Social Security numbers, payment-card numbers, or information about an emergency.

If you become a client, clinical information should be communicated through the secure methods designated by Alternative Pride Wellness whenever appropriate.

3. INFORMATION COLLECTED AUTOMATICALLY

When you visit the website, certain technical or usage information may be collected automatically by the website platform or approved services. This may include information such as Internet Protocol (IP) address, browser or device type, operating system, referring pages, pages viewed, approximate visit timing, session activity, and similar website-performance information.

Some of this information may be collected through cookies, pixels, logs, or similar technologies. The information available to the Practice depends on the website settings, consent choices, and services enabled at the time of your visit.

4. WIX WEBSITE PLATFORM

The Alternative Pride Wellness website is hosted using the Wix platform. Wix provides website hosting, storage, security, analytics, forms, and other website functionality that may be enabled by the Practice.

Information submitted through or generated by the website may therefore be processed or stored using Wix systems and infrastructure according to the features enabled on the site and Wix's applicable terms and privacy practices.

5. HOW WEBSITE INFORMATION MAY BE USED

Website information may be used to operate and maintain the site; respond to inquiries; provide requested information; understand website traffic and performance; improve content, accessibility, usability, and services; protect against fraud, abuse, or security threats; maintain records of communications; comply with legal obligations; and support legitimate Practice operations.

Alternative Pride Wellness does not use public website information as a substitute for a clinical assessment or psychotherapy session.

6. COOKIES & SIMILAR TECHNOLOGIES

The website may use essential cookies that support security and basic website functionality. Depending on the site's configuration and your consent choices, non-essential cookies or similar technologies may also be used for analytics, functionality, or other purposes.

Alternative Pride Wellness may use Wix's privacy and cookie tools to provide visitors with information and choices regarding non-essential cookies. Additional third-party applications or integrations, if enabled, may use their own cookies or tracking technologies.

You can also manage cookies through your browser settings. Disabling certain cookies may affect how some website features function.

7. ANALYTICS & TRACKING TECHNOLOGIES

Alternative Pride Wellness may use website analytics to understand general traffic, visitor interactions, and website performance. The Practice intends to configure analytics and tracking technologies in a manner appropriate for a health care website.

Health care websites require particular care when using tracking technologies. Alternative Pride Wellness will not rely on this privacy policy or a cookie banner alone as authorization to disclose protected health information when HIPAA requires a different legal basis, safeguard, or agreement.

Tracking technologies should not be configured to collect or disclose protected health information from secure clinical areas, appointment information, or other health-related interactions unless the Practice has determined that the use complies with applicable privacy and security requirements.

8. CONTACT FORMS & HEALTH INFORMATION

Submitting a general website inquiry does **not** create a therapist-client relationship. A therapeutic relationship begins only after appropriate intake, consent, eligibility, scheduling, and acceptance procedures have been completed.

Because ordinary website communications may not be designed for detailed clinical information, visitors should limit contact-form submissions to the information reasonably necessary to request general information or initiate contact.

If information submitted through the website becomes protected health information in connection with health care services, Alternative Pride Wellness will handle that information according to applicable privacy obligations and the Practice's Notice of Privacy Practices.

9. THIRD-PARTY SERVICES & LINKS

The website may link to or integrate with third-party services such as secure client portals, scheduling or billing platforms, social-media services, maps, embedded content, analytics providers, or other resources.

Alternative Pride Wellness is not responsible for the independent privacy practices of third-party websites or services that are not controlled by the Practice. Visitors should review the privacy information provided by those services before submitting personal information.

10. PAYMENT INFORMATION

If the website links you to a payment or practice-management service, payment information may be collected and processed by the applicable third-party payment provider rather than directly by the public website.

Do not submit complete credit-card numbers, security codes, or other sensitive payment credentials through ordinary website contact forms or email.

11. EMAIL, TEXT & OTHER COMMUNICATIONS

If you voluntarily provide contact information, Alternative Pride Wellness may use it to respond to your inquiry or communicate about the service you requested. Email and ordinary text messaging can have privacy limitations and should not be used for emergencies or highly sensitive clinical information unless an appropriate secure method has been designated.

Marketing or newsletter communications, if offered, will be handled according to applicable requirements and available unsubscribe or preference options.

12. DATA SHARING & DISCLOSURE

Alternative Pride Wellness may disclose website information to service providers that support website hosting, security, communications, analytics, or other legitimate operations; when you direct or authorize the disclosure; when required or permitted by law; to protect rights, safety, or security; or in connection with legitimate organizational operations.

The Practice does not authorize service providers to use protected health information in ways prohibited by HIPAA when HIPAA applies. Appropriate contractual safeguards, including a Business Associate Agreement when required, should be used for vendors that create, receive, maintain, or transmit protected health information on behalf of the Practice.

13. SALE OF PERSONAL INFORMATION

Alternative Pride Wellness does not intend to sell personal information obtained through its website for monetary consideration. If website practices materially change, this policy and any legally required visitor choices should be updated accordingly.

14. DATA SECURITY

Alternative Pride Wellness uses reasonable administrative, technical, and organizational measures intended to protect information under its control. However, no website, electronic transmission, or storage system can be guaranteed to be completely secure.

Visitors are encouraged to avoid sending sensitive information through unsecured channels and to use secure Practice-designated systems when communicating clinical or financial information.

15. DATA RETENTION

Website information may be retained for as long as reasonably necessary for the purpose for which it was collected, to respond to communications, maintain business records, meet legal or contractual obligations, resolve disputes, protect security, or otherwise support legitimate Practice operations.

Retention periods may differ depending on the type of information and the system in which it is maintained.

16. YOUR PRIVACY CHOICES

Depending on applicable law and the type of information involved, you may have rights or choices regarding access, correction, deletion, restriction, withdrawal of consent, or certain uses of personal information.

You may contact Alternative Pride Wellness with a website privacy request. The Practice may need to verify your identity before acting on certain requests. Rights involving protected health information are addressed separately in the Notice of Privacy Practices.

17. CHILDREN'S PRIVACY

The public website is intended to provide information about the Practice and is not designed for children to independently submit sensitive personal or clinical information. Parents or legal guardians should use appropriate Practice communication channels when seeking services or information involving a minor.

Alternative Pride Wellness does not knowingly use the public website to solicit unnecessary personal information directly from young children.

18. EMERGENCIES

The website, contact forms, email, social media, and ordinary electronic messages are not monitored as emergency services.

If you are in immediate danger or believe you may seriously harm yourself or another person, call **911** or go to the nearest emergency department. In the United States, you may also call or text **988** for the Suicide & Crisis Lifeline.

19. CHANGES TO THIS POLICY

Alternative Pride Wellness may revise this Website Privacy Policy when website features, vendors, privacy practices, or legal requirements change. The updated policy should identify its effective or revision date and be posted on the website.

Material changes affecting clinical protected health information may also require changes to other Practice privacy notices or procedures.

20. CONTACT

For questions about this Website Privacy Policy or the Practice's website privacy practices, contact:

Monica Rose, LMSW

Alternative Pride Wellness, LLC

Email: Monica@alternativepridewellness.com

Phone: (231) 828-1905

Practice review note: This policy is a practice-specific draft and should be reviewed before publication against the actual Wix features, forms, analytics, pixels, advertising tools, cookies, embedded services, and third-party integrations enabled on AlternativePrideWellness.com. Website privacy laws vary by jurisdiction, and HIPAA obligations depend on the information and technology involved. The Practice should periodically audit its website and update this policy when its data practices materially change.