# Website Privacy Policy

**Therapy Is Cool LLC**

**Website:** https://www.therapyiscool.org
**Effective Date:** October 13, 2026
**Last Reviewed:** October 13, 2026

## Our Commitment to Privacy

Therapy Is Cool LLC ("Therapy Is Cool," "we," "our," or the "Practice") respects your privacy and is committed to protecting the personal information you provide through our website. This policy explains what information we collect, how we use and share it, and how you can contact us with privacy questions. It applies to our public website, including our Connect / Referral Form. It is separate from our Notice of Privacy Practices, which describes how we use and disclose protected health information in connection with mental health services.

## Information We Collect

When you visit our website or submit our Connect / Referral Form, we may collect:

- Names, dates of birth, contact information, and addresses.
- Requested services, insurance information, and payment preferences.
- Information about past mental health treatment or diagnoses.
- Documents such as insurance cards, releases of information, and psychological testing records.
- Referral source, additional information you provide, and SMS communication preferences.

Our website platform and enabled tools may also collect technical information, such as IP addresses, browser and device information, pages visited, and information collected through cookies or similar technologies. Please provide information about another person only when you are authorized to do so.

## How We Use Information

We may use information to:

- Review referrals and determine whether our services may be an appropriate fit.
- Contact you about referrals, waitlist status, availability, and next steps.
- Review relevant insurance information and documents.
- Respond to questions and coordinate intake.
- Maintain website security, functionality, and performance.
- Prevent spam, misuse, and security incidents.

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- Meet applicable legal, regulatory, and professional obligations.

Submitting a referral does not guarantee acceptance for services, placement on a waitlist, or appointment availability.

## Website Forms, Email, and Clinical Records

Our website is hosted by Wix. Information submitted through our referral form is sent to our practice email account. We manually transfer relevant information into SimplePractice, our electronic health record (EHR) system, and delete the corresponding submission from Wix after processing it. Deleting a submission from Wix does not necessarily delete copies retained in email accounts, backups, or other systems. We take privacy seriously and handle information in accordance with applicable legal requirements and our practice policies. The use of SimplePractice for clinical records does not, by itself, determine the security or compliance of information collected or transmitted through our website and email.

## Wix and Other Service Providers

Wix and other service providers may process information to host our website, manage forms, support communications, or provide related administrative services. The information they handle depends on the services and settings we use. We do not sell personal information collected through our website in exchange for money. Information may be shared when necessary to respond to requests, provide services, comply with legal obligations, or protect our website and operations, as permitted by applicable law.

## Cookies and Website Technologies

Our website and enabled third-party tools may use cookies or similar technologies to support website functionality, understand website usage, and improve performance. You may be able to manage cookies through your browser settings or website consent controls, where available. Disabling certain cookies may affect website functionality.

## SMS Communications

Our Connect / Referral Form may offer the option to consent to SMS communications from Therapy Is Cool LLC. If you consent, we may use your phone number to send messages within the scope of your consent. Message frequency may vary, and message and data rates may apply. You may opt out by replying **STOP**, where supported, or by contacting our Practice. For assistance, use the contact information below. SMS consent is not a condition of receiving services unless a specific lawful requirement applies.

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## Data Security and Retention

We use measures intended to protect information handled through our website and practice systems. However, no website or electronic transmission can be guaranteed to be completely secure. We delete referral submissions from Wix after processing them as part of our current workflow. Copies may remain in email accounts or other systems. Information is retained according to our operational needs, applicable legal requirements, professional obligations, and record-retention practices.

## Privacy Questions and Requests

Depending on the type of information and applicable law, you may have rights to request access to, correction of, or deletion of certain personal information. Requests involving clinical records or protected health information may need to be handled through our established health-records or privacy-request process. We may need to verify your identity and authority before responding. To submit a privacy question or request, contact us using the information below.

## Children's Information

Our referral process may involve individuals seeking services who are minors. A parent, guardian, or other authorized person completing a referral must provide information only when authorized to do so. We handle information about minors in accordance with applicable privacy, consent, and health-record laws.

## Links to Other Websites

Our website may link to external websites or services. We are not responsible for the privacy practices of websites we do not operate. We encourage you to review their privacy policies before providing information.

## Changes to This Policy

We may update this policy when our website, services, information practices, or legal obligations change. The updated version will be posted on this page with a revised effective date.

## Contact Us

**Therapy Is Cool LLC**
1400 Madison Ave., Suite 602
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**Phone:** 507-769-0004
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This policy describes our website information practices. It does not replace our Notice of Privacy Practices or other disclosures required by law.

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