

Privacy Policy

Effective Date: 27 September 2025

At **TrueNorth Therapy, Inc.** ("TrueNorth Therapy", "we", "us", or "our"), your privacy is critically important to us.

We are committed to protecting your personal information and your right to privacy. If you have any questions or concerns about this Privacy Policy, or our practices regarding your information, please contact us at [insert contact email].

This Privacy Policy applies to all information collected through our website (www.truenorthmh.com), mobile applications, and any related services, sales, marketing, or events (we refer to them collectively in this Privacy Policy as the "Services").

1. Information We Collect

We collect personal information that you voluntarily provide to us when you:

- Register for Services
- Complete forms on our platform
- Book therapy sessions
- Contact us for support or inquiries

The personal information we collect may include:

- Full name
- Email address
- Phone number
- Date of birth
- Health-related information (only as needed to provide services)
- Payment information (for processing service fees)

We may also collect non-identifying information such as browser type, IP address, and usage data when you interact with our website or platform.

2. How We Use Your Information

We use your information for legitimate business purposes, including:

- To provide and manage our therapy services
- To verify your identity and maintain your account
- To communicate with you regarding appointments, services, and updates
- To comply with legal obligations, such as HIPAA and other applicable privacy laws
- To improve and optimize our Services

We do **not** sell, rent, or lease your personal information to third parties.

3. How We Protect Your Information

We have implemented technical and organizational security measures designed to protect your personal information, including:

- HIPAA-compliant data storage and encryption standards
- Limited access to personal information on a need-to-know basis
- Secure communication protocols (SSL/TLS)
- Routine monitoring and system security updates

While we do our best to protect your personal information, no electronic transmission over the internet or information storage technology can be guaranteed to be 100% secure. We encourage you to also take precautions by protecting your login information.

4. Sharing Your Information

We only share and disclose your information in the following circumstances:

- **Therapists and Providers:** To deliver care, your relevant information may be securely shared with your assigned therapist.
- **Service Providers:** We may use trusted third-party vendors to support our operations (e.g., hosting, billing, technical support), under strict confidentiality obligations.

- **Legal Requirements:** We may disclose your information if required to do so by law or in response to valid legal requests (e.g., subpoenas, court orders).

5. Your Rights

Depending on where you reside, you may have the following rights regarding your personal information:

- **Access:** You can request a copy of the information we hold about you.
- **Correction:** You can request correction of inaccurate or incomplete data.
- **Deletion:** You can request deletion of your personal data under certain circumstances.
- **Restrictions:** You can request limits on how we use your data.

To exercise any of these rights, please contact us at admin@truenorthmh.com.

6. HIPAA Notice

Certain information we collect may be considered Protected Health Information ("PHI") under the Health Insurance Portability and Accountability Act (HIPAA).

TrueNorth Therapy will only use and disclose PHI in accordance with HIPAA and applicable state laws.

For more detailed information about how we protect PHI, please refer to our [Notice of Privacy Practices].

7. Third-Party Services and Links

Our website may contain links to third-party websites or services.

We are not responsible for the privacy practices or the content of such third parties.

We encourage you to review their privacy policies before providing them with any personal information.

8. Children's Privacy

Our Services are not intended for use by individuals under the age of 18 without parental consent. We do not knowingly collect data from children without proper authorization.

If we learn that we have collected personal information from a child without verifiable parental consent, we will delete it.

9. Updates to This Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or legal requirements. The updated version will be indicated by an updated "Effective Date" and will be effective as soon as it is posted. We encourage you to review this Privacy Policy periodically.

10. Contact Us

If you have questions or concerns about this Privacy Policy, or if you wish to exercise your rights, you may contact us at:

TrueNorth Therapy, Inc.
5000 Centre Green Way Suite 500 Cary, NC 27513

650-799-7734

admin@truenorthmh.com