



Last Updated: 5/16/22

Rise Center for OCD and Anxiety, LLC is committed to protecting your privacy. To better protect your privacy, we provide this notice explaining our online information practices. To make this notice easy to find, we make it available on our website. The current document does not describe our privacy practices under the Health Insurance Portability and Accountability Act of 1996 (HIPAA). For information about how we protect your protected health information, please see the HIPAA Privacy Policy on our website.

#### 1. INFORMATION COLLECTION AND USE

We collect information about visitors to our website so that we can provide an experience that is responsive to our users' and customers' needs. We do not automatically collect medical information or credit card information through our website. Our website uses a secure web form (Hush Secure Forms by Hushmail for Healthcare), which is compliant with the Health Insurance Portability and Accountability Act of 1996 (HIPAA), in which you give us contact information (including your name, address, telephone number, and email address) so you can request information or support. You may also schedule a phone consultation through our website, which links you directly to our HIPAA-compliant, secure electronic health record system (SimplePractice). We receive and store any information you enter on our website, on our SimplePractice portal, or give us over the telephone in HIPAA-compliant, secure platforms (SimplePractice, Hushmail for Healthcare, and Spruce Care Messenger). Any emails to [office@riseocdandanxiety.sprucecare.com](mailto:office@riseocdandanxiety.sprucecare.com) are not secure or encrypted; however, once they reach us, they are stored in an encrypted program (Spruce Care Messenger). Any emails you receive from [office@riseocdandanxiety.sprucecare.com](mailto:office@riseocdandanxiety.sprucecare.com) are not encrypted, thus we will keep these to a minimum when you are inquiring about services. You do not need to give us any personal information in order to use our website. The use of our website and engagement in communication as outlined above does not constitute a legal contract between Rise Center for OCD & Anxiety and any person or entity unless otherwise specified.

We will not sell, share, trade or otherwise use any information you provide unless you expressly provide in writing permission for such use. We collect information from you to improve our service, and to help us determine your individual needs so we may serve you better individually, as well as collectively. We will not sell, share, trade or otherwise use any medical information, except in very rare circumstances. The law lets us use and disclose some of your

PHI without your consent or authorization in some cases. We would need to disclose communications if ordered by a judge; if we believe that a child, elderly person, or disabled person is being abused or neglected; if we believe that the individual is threatening serious bodily harm to another or themselves; if we need to report a crime occurring on our premises; or when required to report information to a coroner or medical examiner.

If you require medical information, you must request it from us directly via a Medical Release form.

We may also collect non-personally identifiable information about you, such as your use of our websites, communication preferences, aggregated data relative to your Services, and responses to promotional offers and surveys. We may use or disclose aggregate information only where no individual is identified for a number of purposes, including: (a) Compiling aggregate statistics of usage for improving the website; (b) Developing, maintaining and administering the website; and (c) Following up on comments and other messages that you submit to us through the website. Please note, to better safeguard your information, please do not include any credit card information in your electronic communication unless it is specifically required by us as part of Services or transaction fulfillment process sites, or our customer contact process.

This website and our Services may contain links to other websites. Unfortunately, we are not responsible for the privacy practices or the content of such sites.

## 2. SECURITY

This website has security measures in place to protect against the loss, misuse or alteration of the information under our control. If our site allows you to enter sensitive information (such as a credit card number) on order forms, we encrypt the transmission of that information using secure socket layer technology (SSL).

We may also at times provide information about you to third parties to provide various services on our behalf, such as providers who process credit card payments. We will only share information about you that is necessary for the third party to provide the requested service. These companies are prohibited from retaining, sharing, buying, selling, storing or using your personally identifiable information for any secondary purposes.

We follow generally accepted standards to protect the personal information submitted to us, both during transmission and once we receive it. No method of transmission over the Internet, or method of electronic storage, is one hundred percent (100%) secure, however. Therefore, we cannot guarantee its absolute security.

## 3. GOOGLE ANALYTICS AND COOKIES

We may use a tool called "Google Analytics" to collect information about use of this website, such as how often users visit the website, what pages they visit when they do so, and what other sites they used prior to coming to this website. Google Analytics collects only the IP

address assigned to you on the date you visit this website, rather than your name or other identifying information.

Google Analytics plants a permanent cookie on your web browser to identify you as a unique user the next time you visit this website. This cookie cannot be used by anyone but Google, Inc. The information generated by the cookie will be transmitted to and stored by Google on servers in the United States.

We use the information received from Google Analytics only to improve services on this website. We do not combine the information collected through the use of Google Analytics with personally identifiable information.

Google's ability to use and share information collected by Google Analytics about your visits to this website is restricted by the Google Privacy Policy <http://www.google.com/policies/privacy>. You can prevent Google Analytics from recognizing you on return visits to this website by disabling the Google Analytics cookie on your browser.

#### 4. COLLECTION AND USE OF PERSONAL INFORMATION OF CHILDREN UNDER AGE 13

We are committed to protecting the online privacy of children. In accordance with the Children's Online Privacy Protection Act ("COPPA"), we will not knowingly collect any personally identifiable information from children under the age of thirteen (13) without first obtaining parental consent. Prior to providing any personally identifiable information (your name, email address, address, phone number etc.), children under the age of thirteen (13) must have a parent or legal guardian complete and return a Parental Consent Form by email ([office@riseocdandanxiety.sprucecare.com](mailto:office@riseocdandanxiety.sprucecare.com)), fax (504.226.0479), or regular mail to

Rise Center for OCD and Anxiety  
3500 Canal St  
Suite 103  
New Orleans, LA 70119

The consent form states that the child's "Parent" or "Legal Guardian", by his or her signature, consents to the collection and transfer of the child's personally identifiable information. Consent may be revoked by completing a "Revocation of Parental Consent Form" and sending it to the email, fax, or physical mailing address above. In compliance with COPPA, we are sensitive about children consulting with parents or guardians before furnishing personal information or ordering anything online.

It is also our intention to adhere to the Children's Advertising Review Unit (CARU) Guidelines on Internet advertising with its special sensitivities regarding solicitations to children under thirteen (13). We encourage parents/guardians to supervise and join their children in exploring cyberspace.

#### 5. TRANSFER OF DATA ABROAD

If you are visiting this website from a country other than the country in which our servers are located, your communications with us may result in the transfer of information across international boundaries. By visiting this website and communicating electronically with us, you consent to such transfers.

#### 6. COMPLIANCE WITH LAWS AND LAW ENFORCEMENT

We cooperate with government and law enforcement officials and private parties to enforce and comply with the law. We will disclose any information about you to government or law enforcement officials or private parties as we, in our sole discretion, believe necessary or appropriate to respond to claims and legal process (including without limitation subpoenas), to protect our property and rights or the property and rights of a third party, to protect the safety of the public or any person, or to prevent or stop activity we consider to be illegal or unethical. We will also share you information to the extent necessary to comply with ICANN's rules, regulations and policies.

To the extent we are legally permitted to do so, we will take reasonable steps to notify you in the event that we are required to provide your personal information to third parties as part of legal process.

#### 7. CHANGES IN OUR PRACTICES

We reserve the right to modify this Privacy Policy at any time. If we decide to change our Privacy Policy, we will post those changes to this Privacy Policy and any other places we deem appropriate, so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it.

If we make material changes to this Policy, we will notify you here, by email, or by means of a notice on our homepage, at least thirty (30) days prior to the implementation of the changes.

#### 8. CORRECTING, UPDATING AND REMOVING PERSONAL INFORMATION

You may alter, update or deactivate your account information or opt out of receiving communications from us at any time. You may communicate this by email ([office@riseocdandanxiety.sprucecare.com](mailto:office@riseocdandanxiety.sprucecare.com)), fax (504.226.0479), or regular mail to

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We will respond to your request for access or to modify or deactivate your information within thirty (30) days.

#### 9. If you have questions or problems

If you have a problem with how your PHI has been handled, or if you believe your privacy rights have been violated, contact Rise Center for OCD & Anxiety. You have the right to file a complaint with us and with the Secretary of the U.S. Department of Health and Human Services. We promise that we will not in any way limit your care here or take any actions against you if you complain.

#### 10. CONTACT INFORMATION

If you have any questions about this Privacy Policy, the practices of this website, or your dealings with this website, please contact us by email ([office@riseocdandanxiety.sprucecare.com](mailto:office@riseocdandanxiety.sprucecare.com)), fax (504.226.0479), or regular mail at the following address:

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