

# **RIVERSIDE COUNSELING GROUP**

## **WEBSITE PRIVACY POLICY**

**Effective Date:** JANUARY 1, 2021

**Last Updated:** OCTOBER 25, 2025

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### **1. Introduction**

Welcome to RIVERSIDE COUNSELING GROUP. We are committed to protecting your privacy and maintaining the confidentiality of your personal and health-related information. This Privacy Policy describes how we collect, use, store, and share your information when you visit our website [insert URL], fill out our contact forms, or otherwise interact with our online services.

By using our website, you agree to the terms of this Privacy Policy.

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### **2. About Our Practice**

Riverside Counseling Group is an outpatient mental health private practice offering therapy and counseling services. This website is designed to provide information about our practice, help prospective clients connect with our clinicians, and facilitate secure communication and appointment requests.

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### **3. Information We Collect**

We collect information in several ways:

#### **a. Information You Provide Directly**

When you contact us, fill out a form, or request an appointment, we may collect:

- Name
  - Email address
  - Phone number
  - Preferred contact method
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- Reason for seeking therapy or type of services requested
- Any personal or mental health information you voluntarily include in free-text fields (e.g., description of symptoms or background)

## **b. Automatically Collected Information**

When you visit our website, we may collect certain non-identifying technical information such as:

- IP address
- Browser type and version
- Device information
- Pages viewed and time spent on the site
- Cookies and analytics data (see Section 8)

We do not link automatically collected information to personally identifiable data unless required for security or site performance.

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## **4. How We Use Your Information**

We use your information only for legitimate and disclosed purposes, including to:

- Respond to your inquiries and requests for information or appointments
- Connect you with a therapist or staff member
- Improve our website, services, and communication processes
- Maintain compliance with ethical, professional, and legal obligations
- Ensure the security and functionality of our site

We **do not** use your personal or mental health information for advertising, resale, or non-clinical marketing purposes beyond what is needed to promote our practice and services.

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## **5. Health and Sensitive Information**

We understand that any information about your mental health is sensitive. While this website is not intended for diagnostic or treatment purposes, any personal health information you voluntarily share (for example, when describing your symptoms in a contact form) will be treated with strict confidentiality.

If you become a client of Riverside Counseling Group, your information will be protected under the **Health Insurance Portability and Accountability Act (HIPAA)** and handled in accordance with our **Notice of Privacy Practices**, which will be provided to you at intake.

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## 6. Legal Basis for Processing (for EU/EEA Visitors)

If you reside in the European Economic Area, our processing of your data relies on:

- **Your consent** (when submitting forms or communications through the website)
- **Legitimate interest** (for website security, analytics, and improvement)
- **Legal obligation** (to comply with applicable regulations)

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## 7. How We Share Your Information

We limit access to your information to authorized personnel only. We may share data with:

- Practice staff who respond to inquiries and manage scheduling
- Secure third-party service providers who assist with website hosting, analytics, or encrypted communication (e.g., email or form processors)
- Legal authorities if required by law, subpoena, or to prevent harm to yourself or others

We will **never sell, rent, or trade** your personal information.

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## 8. Cookies and Analytics

Our website may use cookies and analytics tools (such as Google Analytics) to improve performance and understand visitor behavior. Cookies collect non-identifying data like device type, location (approximate), and time spent on pages.

You can disable cookies through your browser settings, though some features may not function optimally.

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## 9. Data Security

We use administrative, technical, and physical safeguards to protect your data, including encryption and secure servers. However, please be aware that no online communication is 100% secure.

If a data breach affecting your personal information occurs, we will notify you promptly in accordance with applicable laws.

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## **10. Data Retention**

We retain your personal data only as long as necessary to fulfill the purposes for which it was collected, comply with legal requirements, or resolve disputes.

Information submitted through contact forms that does not result in a therapeutic relationship is typically deleted after [insert timeframe, e.g., 90 days].

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## **11. Your Rights**

Depending on your jurisdiction, you may have the right to:

- Access or correct your personal information
- Request deletion of your information
- Withdraw consent to data processing
- File a complaint with your local data protection authority

To exercise these rights, please contact us at [insert contact email].

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## **12. Children's Privacy**

Our website and services are intended for adults aged 18 and older. We do not knowingly collect or store personal information from minors. If you believe we have collected such data, please contact us immediately for removal.

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## **13. Links to Third-Party Websites**

This website may contain links to third-party sites, such as resources or professional directories. We are not responsible for their privacy practices. Please review their privacy policies before submitting any personal information.

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## **14. Updates to This Policy**

We may update this Privacy Policy periodically. Any revisions will be posted on this page with a new effective date. Continued use of our website indicates your acceptance of the updated policy.

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## **15. Contact Us**

If you have any questions, concerns, or requests regarding this Privacy Policy, please contact:

**Meg Blaylock, MS, LPC, NCC**

Email: [riversidecounselinggroup@gmail.com](mailto:riversidecounselinggroup@gmail.com)

Phone: 662-798-0538

Address: 221 7<sup>th</sup> Street N Columbus, Ms. 39701

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