

Website Privacy Policy

Balance Counseling & Recovery, LLC

Effective Date: [Insert Date]

Balance Counseling & Recovery, LLC (“we,” “our,” or “us”) is committed to protecting your privacy. This Website Privacy Policy explains how we collect, use, and safeguard information when you visit our website at <https://www.balancecounselingandrecovery.com>.

This policy applies only to information collected through this website. It does **not** govern your clinical records, which are protected separately under **HIPAA** and described in our **Notice of Privacy Practices (NPP)**.

1. Information We Collect

We may collect the following information when you interact with our website:

A. Information You Voluntarily Submit

- Name
- Email address
- Phone number
- General message content
- Appointment inquiries or requests

B. Automatically Collected Information

Our website may automatically collect:

- IP addresses
- Browser and device information
- Pages viewed
- Time and date of visit
- Click behavior
- General location data

This is used for website performance and analytics only.

2. Cookies & Tracking Technologies

We may use:

- Google Analytics
- Search Console
- Cookie-based website performance tools
- Facebook Meta Pixel (if enabled)
- Embedded scheduling or telehealth tools (e.g., SimplePractice buttons)

Cookies help us improve our website experience and marketing. You can disable cookies at any time in your browser settings.

3. How We Use Your Information

Information collected on the website is used for:

- Responding to inquiries
- Scheduling or follow-up communication
- Improving website performance
- Understanding visitor behavior
- Basic analytics
- Marketing (when applicable and allowed)

We do **not** sell or share your information with third parties for profit.

4. Email, Texting & Contact Forms

Communication submitted through:

- Website forms
- Email
- SMS/text messaging
is **not HIPAA secure**.

For confidential communication, contact us via:

 **234-209-9686**

5. Links to External Websites

Our website may include links to:

- SimplePractice portal
 - Google Maps
 - Social media
- These websites have their own privacy policies.
We do not control their privacy practices.
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6. Security

We use industry-standard security measures but cannot guarantee 100% security for:

- Email
- Contact forms
- Text messaging
- General website traffic

Clinical records, however, are stored in a **HIPAA-compliant EHR system** (SimplePractice).

7. Children's Privacy

This website is not intended for children under age 13.
We do not knowingly collect personal information from children.

8. Changes to This Policy

We may update this Website Privacy Policy periodically.
Updates will be posted with a new effective date.

9. Contact Us

If you have questions about this Website Privacy Policy, contact:

Balance Counseling & Recovery, LLC

116 7th Street NW, Suite 201

North Canton, OH 44720

 234-209-9686

 info@balancecounselingandrecovery.com