

Digital Privacy and Communication Policy

1. Introduction

At Cultivate Behavioral Health & Education (CBHE), we are committed to protecting the privacy and security of our clients, their families, and our staff. This Digital Privacy and Communication Policy outlines how we collect, use, store, and protect personal information, including SMS (text messaging) and email communication, to ensure secure interactions within our organization and with our clients. Clients have the following rights concerning their personal information:

- *Access and Correction:* Clients can request access to their personal information and correct any inaccuracies.
- *Confidentiality:* Clients have the right to expect that their personal information will remain confidential and will not be disclosed to unauthorized individuals or entities.
- *Data Portability:* Clients can request a copy of their personal information in a secure format for transfer to another service provider.
- *Consent:* Clients will be informed of, and must consent to, the collection and use of their personal information. They have the right to withdraw their consent at any time.

2. Information We Collect

When you opt-in to receive communications from CBHE such as email marketing and/or SMS messages, we may collect the following information:

- *Phone Number/Email:* Your email and mobile phone number, which are necessary to send you communication.
- *SMS/Email Content:* Any messages you send to us, including replies and other content, may be stored for record-keeping and service improvement.
- *Usage Data:* Information may include your interactions with our emails and/or SMS messages, such as delivery status and response times.



3. Opt-In Consent for Communication

When submitting your contact information through our intake form on our website or via any other method, you consent to receive email, SMS, or other forms of communication from CBHE. By providing your phone number or email, you agree to receive updates about appointments, services, and relevant information from CBHE. You can opt out of receiving such communications at any time (see section 8 for details on opting out).

4. Collection and Use of Personal Information

We collect personal information to provide high-quality services and to comply with legal and regulatory requirements. When you opt-in to receive communication, including email and/or SMS messages, the types of information we collect include, but are not limited to:

- Client names, contact details, and demographic information
- Medical and health information
- Records of therapy sessions and progress notes
- Billing and insurance information

5. How We Use Your Information

We use the information we collect for the following purposes:

- *Communication:* To send you transactional or promotional email messages, SMS messages, such as alerts, updates, offers, or other relevant information.
- *Customer Support:* To assist with inquiries or issues you may have regarding our services.
- *Service Improvement:* To analyze the effectiveness of our email and/or SMS campaigns and improve our services.



6. Sharing Your Information

We do not sell, trade, or otherwise transfer your personal information—including any consent you provide for SMS communications and email—to outside parties, except as required by law or in the following situation:

- *Legal Obligations:* We may disclose your information if required by law, or if we believe such action is necessary to comply with legal processes, protect our rights, or prevent fraud or other illegal activities.

7. Data Security

We implement appropriate technical and organizational measures to protect your information from unauthorized access, disclosure, alteration, or destruction. In the unlikely event of a data breach, we will promptly notify affected clients.

8. Your Choices to Opt-In & Opt-Out of Communication

Opt-In: Clients have the option to opt-in to receive communications from CBHE, including newsletters, updates, and information about services. By opting in, clients consent to receiving such communications via email, SMS message, and/or other preferred methods.

Opt-Out: Clients can opt-out of non-essential communications at any time. To stop receiving SMS messages, reply to any text with STOP, UNSUBSCRIBE, QUIT, or END. To opt out of email communications, click the "unsubscribe" link included in the emails.

9. Compliant Privacy Policy

In compliance with regulatory standards, our website contains this comprehensive privacy policy to inform clients about how their personal information is collected, used, and safeguarded. By using our intake form to provide your contact information, you agree to the terms of this policy.



10. Changes to This Policy

We may update this Digital Privacy and Communication Policy from time to time. Updates will be reflected on our website.

11. Contact Us

If you have any questions or concerns about this Digital Privacy and Communication Policy, please contact us at:

- *Email:* communications@cultivatebhe.com
- *Phone:* 855-444-5664
- *Mail:* 1272 Bond St., Suite 100, Naperville, IL 60563