

PRIVACY POLICY

Last Updated: [July, 2026]

Your privacy is important to us. This Privacy Policy explains how Mindfulness Serenity Behavioral Health (“we,” “our,” or “us”) collects, uses, discloses, and safeguards your personal information when you visit our website <https://serenitybehavioralhealthca.com>, schedule services, or purchase products (collectively, the “Services”).

By using our website or booking services, you agree to the practices described in this Policy.

1. Information We Collect

We collect information in the following ways:

A. Personal Information You Provide

When you fill out forms, schedule appointments, or purchase products, we may collect:

- Name, email address, phone number, and mailing address
- Payment or billing details (processed securely through a third-party system)
- Health or demographic information shared through intake forms or telehealth portals
- Communication preferences or feedback you choose to provide

B. Automatically Collected Information

When you visit our website, we may collect:

- Browser type, IP address, and device information
- Date and time of visits and pages viewed
- Cookies and analytics data (e.g., Google Analytics, Squarespace, Wix, etc.)

This helps us improve user experience and website performance.

2. Use of Information

We use your information to:

- Provide and manage therapy, coaching, or consultation services
- Schedule appointments and send confirmations/reminders
- Process payments and send receipts
- Deliver digital products or course access
- Respond to inquiries or customer service requests
- Improve website functionality and user experience
- Comply with legal, ethical, and professional obligations

We will never sell your personal information.

3. HIPAA Compliance and Client Confidentiality

If you are a therapy client, your health information is protected under the **Health Insurance Portability and Accountability Act (HIPAA)**.

This means:

- Your health records and personal details are stored securely.
- Only authorized personnel can access your protected health information (PHI).
- PHI is not shared with anyone without your written consent, except when required by law (e.g., risk of harm, court order, or mandated reporting).

We use **HIPAA-compliant software SimplePractice** to manage records, scheduling, and telehealth sessions securely.

4. Payment Information

All payments are processed **with Stripe**, which complies with PCI-DSS security standards. We do not store full credit card details on our servers.

5. Digital Products and Online Purchases

If you purchase courses, eBooks, or templates through our website:

- We collect your name, email, and payment details to deliver your product.
 - Access links are sent to the email address you provide.
 - Refunds are governed by our [\[Terms & Conditions link\]](#).
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6. Cookies and Analytics

Our website may use cookies to:

- Remember preferences (like login or booking info)
- Analyze website traffic and user interactions
- Improve marketing effectiveness

You can disable cookies through your browser settings, but this may affect site functionality.

7. Email and Text Communication

By submitting your contact information, you may receive:

- Appointment reminders or confirmations

- Practice updates or educational newsletters (if subscribed)

You can opt out at any time by clicking “unsubscribe” in our emails or replying “STOP” to text messages.

8. Data Retention

Client records are maintained for the time required by **state and federal law**, typically **7 years** after the last date of service.

Non-client data (like email inquiries) may be deleted sooner upon request.

9. Information Sharing and Disclosure

We do **not** sell, rent, or trade personal data.

Information may only be shared with:

- Service providers who help us operate the website or manage appointments (under confidentiality agreements)
 - Legal authorities, if required by law or court order
 - Successors or affiliates in the event of a business merger or restructuring (with equivalent privacy protections)
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10. Security Measures

We implement technical and administrative safeguards to protect your data, including:

- Secure servers and encrypted databases
 - Password-protected systems
 - HIPAA-compliant telehealth and record-keeping software
- Despite our best efforts, no system is 100% secure. By using our Services, you

acknowledge and accept this risk.

11. Your Rights

You have the right to:

- Access or request a copy of your records (where applicable)
- Request corrections to inaccurate information
- Withdraw consent or request deletion (where legally permitted)
- File a complaint if you believe your privacy rights have been violated

To exercise these rights, contact us at ysegovia@msbh.site.

12. Children's Privacy

Our Services are intended for adults. We do not knowingly collect personal data from anyone under the age of 18 without parental or guardian consent.

13. Links to Other Websites

Our website may include links to third-party websites. We are not responsible for their privacy practices or content. We encourage you to review their policies before sharing personal data.

14. Updates to This Policy

We may update this Privacy Policy periodically to reflect legal requirements or operational changes.

Revisions will be posted on this page with the updated "Last Updated" date.

15. Contact Us

If you have questions or concerns about this Privacy Policy, please contact:

Mindfulness Serenity Behavioral Health

Email: ysegovia@msbh.site

Phone: **(619) 483-0895**

Mailing Address: **PO Box 6244 Chula Vista, CA 91909-6244**
