

At **Heal Your Vibe Acupuncture & Wellness**, we are committed to protecting your privacy. This policy explains how we collect, use, and safeguard your personal information across our website and text messaging (SMS) services.

1. Information We Collect

We collect information to provide high-quality care and maintain our services:

- **Personal Information:** Name, email address, and phone number provided through contact or appointment forms.
- **Health Information:** Any medical history or symptoms you voluntarily share for scheduling or treatment coordination.
- **Usage Data:** Technical details like your IP address and website interactions are collected automatically to improve our site.

2. SMS/Texting Service

By providing your mobile number and opting in, you consent to receive SMS communications from us.

- **Types of Messages:** Appointment reminders, scheduling updates, and occasional wellness tips.
- **Opt-In & Opt-Out:** You may opt out at any time by replying **STOP** to any message. Reply **HELP** for assistance.
- **No Third-Party Sharing:** We do **not** share, sell, or rent your SMS opt-in data or phone numbers to third parties or affiliates for marketing purposes.
- **Costs:** Standard message and data rates may apply.

3. HIPAA & Medical Privacy

As a healthcare provider, we adhere to the **Health Insurance Portability and Accountability Act (HIPAA)**.

- **Protected Health Information (PHI):** Your health records are kept confidential and only shared with authorized personnel for treatment, payment, or healthcare operations.
- **Patient Rights:** You have the right to request a copy of your medical records, request corrections, and ask for restrictions on how your PHI is shared.

4. How We Use and Share Information

We use your data strictly to fulfill your requests, manage appointments, and comply with legal obligations.

- We do **not** sell your personal information.
- We only share data with trusted service providers (e.g., our scheduling platform) who are contractually bound to protect your privacy.

5. Data Security

We implement physical, electronic, and procedural safeguards to protect your information from unauthorized access. While we strive for absolute security, no method of electronic transmission is 100% secure.

6. Changes to This Policy

We may update this policy periodically. Changes will be posted on this page with an updated "Effective Date".

7. Contact Us

For questions regarding this policy or your privacy rights, please contact:

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