



## **Privacy Policy and SMS Terms & Conditions**

Effective Date: May 20, 2025

Welcome to Embody Modern Wellness (“we,” “us,” or “our”). We are committed to protecting your privacy and ensuring the security of your personal information. This Privacy Policy and SMS Terms and Conditions outline how we collect, use, disclose, and safeguard your personal information, including through our SMS messaging program, in compliance with the California Consumer Privacy Act (CCPA), as amended by the California Privacy Rights Act (CPRA), the Utah Consumer Privacy Act (UCPA), the Telephone Consumer Protection Act (TCPA), and other applicable regulations. This policy applies to our website, [www.embodymodernwellness.com](http://www.embodymodernwellness.com), and all related services.

By using our website or opting into our SMS program, you agree to the terms outlined in this Privacy Policy and SMS Terms and Conditions. If you do not agree, please do not use our services or provide your personal information.

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### **Privacy Policy**

#### **1. Personal Information We Collect**

We collect the following categories of personal information when you interact with us, including through our website or SMS program:

- Identity Data: First name, last name, and other identifiers you provide.
- Contact Data: Phone number, email address, mailing address.
- Health-Related Data (if applicable): Information related to appointments, post-visit instructions, or lab notifications, as permitted by law (e.g., HIPAA-compliant data for healthcare services).

- **Transaction Data:** Billing information, payment details, or other information related to services you receive from us.
- **SMS Communication Data:** Phone numbers and messages exchanged during SMS conversations.
- **Technical Data:** IP address, browser type, device information, and website interaction data (e.g., pages visited, time spent) collected via cookies or similar technologies.
- **Usage Data:** Information about how you interact with our website or services, such as abandoned cart data for reminders (if applicable).

We collect this information when you:

- Fill out forms on our website (e.g., appointment scheduling or contact forms).
- Opt into our SMS program.
- Communicate with us via phone, email, or SMS.
- Visit our website, where cookies or tracking technologies may be used.

## **2. How We Use Your Personal Information**

We use your personal information for the following purposes:

- **To Provide Services:** Schedule appointments, send reminders, provide post-visit instructions, deliver lab notifications, and process billing.
- **To Communicate:** Respond to your inquiries, send updates, and provide customer support via SMS, email, or other channels.
- **To Improve Our Services:** Analyze website usage and customer interactions to enhance user experience and service delivery.
- **To Send Promotional Messages (with consent):** Send marketing messages about our services, events, or promotions via SMS or email, where you have explicitly opted in.
- **To Comply with Legal Obligations:** Meet requirements under applicable laws, such as responding to legal requests or maintaining records.
- **To Protect Our Rights:** Safeguard our business, customers, or others, including preventing fraud or ensuring data security.

### 3. How We Share Your Personal Information

We do not sell or share your personal information with third parties for marketing or promotional purposes. We may share your personal information only in the following circumstances:

- **Service Providers:** With trusted service providers who assist us in operating our website and SMS program (e.g., SMS platform providers, IT service providers, or payment processors), provided they agree to keep your data confidential and use it solely for the purpose of providing services on our behalf.
- **Legal Obligations:** When required by law, such as to comply with a subpoena, court order, or other legal processes.
- **Business Transfers:** As part of a merger, acquisition, bankruptcy, or other transaction, where personal information is transferred as a business asset, consistent with applicable laws.
- **Protection:** To protect our rights, property, or safety, or that of our customers or others.

**SMS Consent Non-Sharing:** SMS consent and phone numbers collected for SMS communication purposes are never shared with third parties or affiliates for marketing purposes. This information is used solely for the purposes you have consented to, such as appointment scheduling, reminders, post-visit instructions, lab notifications, or billing notifications.

### 4. Your Privacy Rights

Under the CCPA/CPRA (for California residents) and UCPA (for Utah residents), you have the following rights regarding your personal information:

- **Right to Know:** Request disclosure of the categories or specific pieces of personal information we collect, use, disclose, or sell (if applicable), including the sources, purposes, and third parties involved.
- **Right to Delete:** Request deletion of your personal information, subject to certain exceptions (e.g., legal retention requirements).
- **Right to Opt-Out of Sale or Sharing:** Direct us not to sell or share your personal information. Note: We do not sell or share your personal information for marketing purposes.

- Right to Correct (CCPA/CPRA): Request correction of inaccurate personal information.
- Right to Limit Use of Sensitive Personal Information (CCPA/CPRA): Limit the use or disclosure of sensitive personal information, such as health data, to specific purposes.
- Right to Non-Discrimination: We will not discriminate against you for exercising your privacy rights.

To exercise these rights, contact us at:

- Email: [admin@embodymodernwellness.com](mailto:admin@embodymodernwellness.com)
- Phone: 805-239-2159
- Address: 612 12<sup>th</sup> Street STE 202, Paso Robles, CA 93446
- Website: [www.embodymodernwellness.com](http://www.embodymodernwellness.com)

You may make a request to know up to twice per year, free of charge. We will respond within 45 days (or 90 days for complex requests) as required by law.

## **5. Data Security**

We implement reasonable security measures, such as encryption and secure networks, to protect your personal information from unauthorized access, alteration, disclosure, or destruction. However, no method of transmission or storage is completely secure, and we cannot guarantee absolute security.

## **6. Data Retention**

We retain your personal information only for as long as necessary to fulfill the purposes outlined in this policy, comply with legal obligations, or resolve disputes. For example, we may retain appointment-related data for the duration of your relationship with us, and billing data as required by law. You may request deletion of your data, subject to applicable exceptions.

## **7. Cookies and Tracking Technologies**

Our website may use cookies, web beacons, or similar technologies to collect technical and usage data. These help us personalize your experience, track website interactions, or send reminders (e.g., for abandoned carts). You may disable cookies

in your browser, but this may affect website functionality. For more information, visit [www.allaboutcookies.org](http://www.allaboutcookies.org).

## **8. Accessibility of This Policy**

This Privacy Policy is prominently linked in the footer of every page on our website ([www.embodymodernwellness.com](http://www.embodymodernwellness.com)).

## **9. Changes to This Policy**

We may update this Privacy Policy to reflect changes in our practices or legal requirements. We will notify you of material changes by posting the updated policy on our website with a revised effective date. Please review this policy periodically.

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## **SMS Terms and Conditions**

By opting into SMS communications from Embody Modern Wellness, you agree to the following terms:

### **1. SMS Consent and Program Description**

By opting into SMS from a web form, keyword texting, or other medium, you expressly consent to receive SMS messages from Embody Modern Wellness. These messages may include:

- Appointment scheduling and reminders.
- Post-visit instructions.
- Lab notifications.
- Billing notifications.
- Promotional messages (if explicitly consented to).

**SMS Consent Non-Sharing:** SMS consent and phone numbers collected for SMS communication purposes are not shared with third parties or affiliates for marketing purposes.

## 2. Message Frequency

Message frequency varies based on your interactions with us, such as appointment schedules or promotional campaigns. For example, you may receive up to 2 messages per week for appointment reminders or billing updates.

## 3. Message and Data Rates

Standard message and data rates may apply, depending on your mobile carrier's plan. You are responsible for any fees incurred from your mobile network operator. Please check with your carrier for details.

## 4. Opt-In Methods

You may opt in to receive SMS messages by:

- Submitting a web form on [www.embodymodernwellness.com](http://www.embodymodernwellness.com).
- Texting a specific keyword to our designated number.
- Providing verbal or written consent during interactions with our staff.

Consent is not a condition of purchase. Opt-in checkboxes on web forms are unchecked by default, requiring affirmative action to opt in.

## 5. Opt-Out Instructions

You may opt out of SMS communications at any time by:

- Replying "STOP" to any SMS message. You will receive a confirmation message and be removed from our SMS list within 24 hours.
- Contacting us directly at [Insert Contact Phone Number] or [Insert Contact Email].

Once you opt out, you will no longer receive SMS messages, except for a confirmation of your opt-out request.

## 6. Help Instructions

For assistance, text "HELP" to any SMS message or visit [www.embodymodernwellness.com](http://www.embodymodernwellness.com) for support. You may also contact us at [Insert Contact Phone Number] or [Insert Contact Email].

## 7. Links to Policies

- Privacy Policy/Terms of Service: [www.embodymodernwellness.com/privacy](http://www.embodymodernwellness.com/privacy)

## 8. Compliance with Laws

Our SMS program complies with the TCPA, CCPA/CPRA, UCPA, and other applicable regulations. We obtain explicit written consent before sending promotional SMS messages and maintain records of consent. Promotional messages require a double opt-in where feasible (e.g., a confirmation text asking you to reply “JOIN”).

## 9. Example SMS Messages

- Appointment Reminder: “Hello, this is a reminder of your appointment with Embody Modern Wellness on [Date] at [Time]. Reply STOP to opt out.”
- Billing Notification: “Your invoice from Embody Modern Wellness is due on [Date]. Please contact us at [Phone] for payment options. Reply STOP to opt out.”
- Promotional Message (with explicit consent): “Enjoy 10% off your next visit at Embody Modern Wellness! Book now at [www.embodymodernwellness.com](http://www.embodymodernwellness.com). Reply STOP to opt out.”

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## Contact Us

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- Phone: 805-239-2159
- Address:

Embody Modern Wellness

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