

# FAMILY

## THERAPY ASSOCIATES, LLC

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[www.ftacounseling.com](http://www.ftacounseling.com)

### **Privacy Policy and Terms and Conditions** **Effective as of February 5, 2025**

#### **Updates to Report:**

*No current updates to report.*

Family Therapy Associates, LLC will update this policy in accordance with changes in the law or our services as provided. All changes will be reported here, including specifics to the policy section updated, as well as the date said updates take effect. If there are no current updates, the section will state “No current updates to report”.

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It is important that those seeking services from Family Therapy Associates, LLC (also referred to as “FTA”, “we”, or “our”) are familiar with how we collect, use, and share information from, and about, you. The following provides details regarding our information collecting practices through use of electronic communication (SMS text messaging or email), our website services, and our contact us online page. It is recommended that this policy is carefully read and reviewed prior to using the Family Therapy Associates, LLC website, communicating with Family Therapy Services, LLC via SMS text message, email or voicemail, or engaging with Family Therapy Associates, LLC related services.

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### **Privacy Policy for SMS Text Messaging and Email**

#### **SMS Text Messaging Numbers, Emails, and Phone Number Data Collection**

Personal information including SMS text messaging numbers, email addresses, or phone numbers (cell or otherwise) will not be sold, shared, or utilized for any means of marketing or solicitation.

#### **SMS Messaging and Email Privacy Details**

No SMS text messages or emails will be sent from Family Therapy Associates, LLC without prior consent through opt-in practices by the user (client).

#### **SMS Messaging and Email Opt-In and Opt-Out Practices**

Opt in practices will occur via the Communication Informed Consent form reviewed at time of intake services. No messages will be sent prior to opting in. Opt-in and opt-out options

will be presented as follows:

- **SMS TEXT MESSAGING**

\_\_\_\_\_ I consent to receive SMS text messages from Family Therapy Associates, LLC at the following number: \_\_\_\_\_ At any time, I understand I can reply STOP to opt-out or reply HELP for support. I understand that message and data rates may apply, and that message frequency may vary. I understand I can visit the following link for more information about the privacy policy, terms, and conditions.

[https://www.ftacounseling.com/uploads/1/4/6/3/146390162/privacy\\_policy\\_12.9.24.pdf](https://www.ftacounseling.com/uploads/1/4/6/3/146390162/privacy_policy_12.9.24.pdf)

To opt out in the future, reply STOP at any time.

\_\_\_\_\_ I opt out of receiving SMS text messages.

- **EMAIL COMMUNICAITON:**

\_\_\_\_\_ I consent to opt into receiving emails at the following address: \_\_\_\_\_

To opt out in the future, reply STOP at any time.

\_\_\_\_\_ I opt out of receiving emails.

Opting out of SMS text message or email communication can occur at any time. Opting out can be completed by one of the following methods:

- Verbally requesting to opt out of SMS text messaging or email communication, to any Family Therapy Associates, LLC staff.
- Reply STOP to any SMS message or email sent.
  - The sender will receive one final message in response that states: “You have successfully unsubscribed from SMS text messages or email communication from Family Therapy Associates. No additional messages will be sent. Standard message rates may apply. To receive additional help please call our office at 715-246-4840 and a Family Therapy Associates staff member will be happy to assist you.”
- Reply HELP to request assistance.
  - The sender will receive a message in response that states: “Thank you for replying HELP. Please call our office at 715-246-4840 and a Family Therapy Associates staff member will be happy to assist you.”

### **SMS Text Messaging and Email Usage and Message Examples**

SMS text messaging numbers and email address will only be used for the following practices by Family Therapy Associates, LLC internal staff and only after explicit consent. Messages will never be used to solicit services, advertise, or market products. The only use of SMS text messages and/or email messages will be to:

- Coordinate or confirm an appointment between an established therapist and client.
- Cancel or reschedule an appointment between an established therapist and client.

Examples of the only SMS text messages sent by Family Therapy Associates; LLC are as follows:

- **Message One:** Hello. This is Mary from Family Therapy Associates, LLC. You have opted in to receive this message as a confirmation of your upcoming appointment on 4/6/25 at 1pm. Standard message and data rates may apply. Reply STOP at any time to opt out of messages. Reply HELP at any time for assistance or call us at 715-246-4840.
- **Message Two:** Hello this is Mary from Family Therapy Associates, LLC. Your appointment on 4/6/25 at 1pm needs to be cancelled. To reschedule please call us at 715-246-4840. Standard message and data rates by apply. Reply STOP at any time to opt out of messages. Reply HELP at any time for assistance or call us at 715-246-4840.

### **SMS Text Messaging and Email Frequency**

- Messages will only be sent after opting in and may be opted out of at any time.
- Standard messages rates by apply.
- Messages will be sent at a frequency of no more than 1 time per week.

### **Terms and Conditions of SMS Text Messaging and Email Communication**

The preferred method of communication between Family Therapy Associates, LLC (from here on referred to as “the agency” or “agency”) clinicians and staff, and agency clients, or client’s parent/legal guardians, is face-to-face verbal communication (either in person or virtually).

However, if you have previously consented to SMS text messaging or email communication, contact may be made by those means. There are risks that come along with electronic communication. Following are terms and conditions SMS text messages or email communication in an informed and safe manner.

### **Conditions for the Use of SMS Text Message and Email Communication**

The agency and its clinicians cannot guarantee the security and confidentiality of communication sent and received via email, voicemail, and text message, but will implement specific conditions to minimize negative impacts or reductions to said potential security and confidentiality breaches. The agency and clinicians are not liable for any risks or breaches of security and confidentiality that are not caused by the agency or clinicians’ intentional misconduct.

1. Psychotherapy will not be provided via email, voicemail, and/or text message.
2. Communication via email, voicemail, and/or text message is not appropriate, nor will be engaged in by the agency or its clinicians, regarding any discussion involving diagnosis, assessments, treatment plan, treatment goals, treatment results, discharge practices, or any other personal healthcare information.
3. Communication via email, voicemail, and/or text message is not appropriate, nor will it be engaged in by the agency or its clinicians, regarding any urgent or emergency situation.
4. Communication via email, voicemail, and/or text message cannot be guaranteed a response by the agency or its clinicians.
5. Communication via email, voicemail, and/or text message, whether sent by the agency, it’s clinicians, or the client, or the client’s parent/legal guardian, should be brief, concise and refrain from referencing any personal healthcare information.
6. The client, or the client’s parent/legal guardian, should call the office to verbally discuss any scheduling needs and/or to verbally discuss any sensitive situations.

7. The agency and its clinicians will print any written communication via email or text and save in the client's treatment chart.
  8. The agency and its clinicians will document any voicemails left, via written notes, in the client's chart.
  9. The agency and its clinicians will not forward or share any communication sent or received via email, voicemail and/or text message with any client, or any clients parent or legal guardian, without the client, or the client's parent or legal guardian's written consent, except as authorized by law.
  10. The agency and its clinicians are not liable for any breach of security or confidentiality caused by the client, the client's parent/legal guardian, or any third party.
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## **Privacy Policy and Terms and Conditions Disclosures for Internet Website**

### **Website Data Collection**

The information collected here is not sold or shared with any agency, business, individual, or advertiser outside of Family Therapy Associates, LLC. No advertising space or option is available on the FTA website, therefore, eliminating the potential of any advertiser from directly collecting your personal information from our site.

### **Website Privacy Details**

Family Therapy Associates will take all reasonable steps to protect all information shared and the security of the connection with your web browser. FTA uses industry standard security measures; however, no security measure is completely impenetrable, and data transmission via the internet comes with risks. We cannot protect against all risks, and therefore it is recommended that you use this site, and all other sites, at your own risk.

The FTA website has been created for use by a general audience of those 18 years of age and up. Our website, and the information shared, is not targeted towards children, nor do we knowingly collect any personal information from any user under the age of 18.

Family Therapy Associates, LLC only owns and operates one website, found at the url [www.ftacounseling.com](http://www.ftacounseling.com). It does not own or operate an app or any additional data gathering site(s).

At no time should any user send us, disclose, or share, via this site, or any other electronic media, any sensitive information such as, but not limited to, a social security number, other identification number, any account passwords, any racial or ethnic identifying information, any PHI (protected health information), or any legal and/or criminal background information.

At no time will mental health therapy services be provided via this website. Family Therapy Associates, LLC is not a crisis agency, meaning there is not monitored coverage and staff 24 hours a day, 7 days a week. Likewise, this website is not monitored 24/7 and is not intended for mental health management or consultation, nor is it a site for reporting or managing crisis situations. If this is an emergency, call 911 and do not interact with this site.

## Information Collected

- *Personal Information*

Personal information, in context of this policy, refers to any information that identifies a specific person, such a full name, phone number, or email address. Information of this nature may be voluntarily collected to assist a user in securing services, paying a bill, or answering another question regarding FTA services as provided.

The information collected is not sold or shared with any agency, business, individual, or advertiser outside of Family Therapy Associates, LLC. No advertising space or option is available on the FTA website, therefore, eliminating the potential of any advertiser to directly collect your personal information from our site.

All users, if contacted by FTA, will have the option to opt in to any other contact via electronic means. This contact will be for appointment confirmations only. FTA will not solicit via any electronic means you provide.

All other information, such as physical address, insurance coverage information, date of birth, etc., is not collected in this space, but rather, would be collected via a separate client informed consent practice only used at the onset of treatment services, and guided by the laws, ethics, and principles of HIPAA and the Wisconsin Department of Safety and Professional Services.

- *Electronic Browser Information and Cookies*

The service provider of the FTA website may collect information from those interacting with the website. Information collected may include information regarding your computer, device, browser, your IP address, and other electronic software or hardware information. If using a mobile device, a unique identifier assigned to that device and geolocation data (including your precise location), may also be collected. This information may be shared with browsers to provide greater search relevancy online. Family Therapy Associates, LLC, specifically does not house, or utilize said collected data.

- *Payment Service Collection*

Family Therapy Associates offers an online payment option through BluePay. This option is linked to our website. BluePay is an unaffiliated business, and as a result, FTA is not responsible for, nor does it receive, data that is collected from BluePay. The privacy policy, as outlined here by FTA, does not apply to services provided by BluePay. For additional information regarding the data collection and privacy policy through BluePay, please click here: <https://www.clover.com/privacy-policy>

- *Other Linked Services and Entities*

The Family Therapy Associates, LLC website may be linked to other websites such as Psychology Today, Indeed, LinkedIn, Google, Facebook, Instagram, Pinterest, and more. Any

company outside of Family Therapy Associates, LLC, linked or not, is unaffiliated with the website [www.ftacounseling.com](http://www.ftacounseling.com), and the services we provide. Therefore, FTA is not responsible for the content, advertising, or data collection and privacy policies of any such sites or entities. It is recommended that users review the privacy policies of the entities they may interact with online.

- *Data Housing*

The Family Therapy Associates, LLC website is hosted and managed from the United States. By using our website you consent to having your information, as outlined in this policy, housed and processed in the United States. Please note that the data protection laws present in the United States may be different from other countries, thus offering a different level of protection than one's home country.

- *Data Retention*

Family Therapy Associates, LLC will retain information collected here, as described above, for the time needed to fulfill the purpose of the collection, as outlined in this policy.

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We welcome questions and/or concerns regarding this policy and the listed terms and conditions. Communication should be directed electronically to: [info@ftacounseling.com](mailto:info@ftacounseling.com) with the subject line reading: Privacy Policy Questions / Attention Clinic Administrator

You may also submit questions and/or concerns in writing to the following address:

Family Therapy Associates, LLC  
Attn: Clinic Administrator  
150 W. First Street, Suite 270 New  
Richmond, WI 54017

