

FAMILY

THERAPY ASSOCIATES, LLC

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www.ftacounseling.com

Privacy Policy, Effective as of December 9, 2024

Updates to Report:

Website Data Collection, SMS Text Messaging

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”.

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.

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 directly collecting your personal information from our site.

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.

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 our website services and our contact us online page. Use and engagement with this website and FTA services serves as acknowledgement and agreement with the terms and conditions in this policy. If you do not consent to the policy, as listed here, use of this website, or other engagement with communication as described is prohibited.

SMS Messaging Privacy Details

As stated above, personal information including SMS text messaging numbers, will not be sold, shared, or utilized for any means of marketing or solicitation.

When collected SMS text messaging, the numbers will only be used for the following practices by FTA internal staff:

- Direct contact made via FTA staff at an individual's request to coordinate therapy services with an agency provider.
- Direct contact made via FTA staff at an individual's consent to confirm a scheduled upcoming appointment time.

When communicating via SMS text message, a client will opt in via the agencies electronic informed consent and will be informed of how to opt out of messages at any time or receive help. Examples of the only SMS text messages sent by FTA are as follows and all standard message rates may apply:

- **Message One:** This is Family Therapy Associates, LLC. This is a reminder about your upcoming appt on 9/8/24. You have opted in to receive msgs. Msgs will only be sent to confirm an existing client's scheduled appointment at a frequency of no more than one time per week. At no time will msgs be sent to market or solicit. Standard msg & data rates may apply. Reply HELP at any time for assistance or call us at 715-246-4840. Reply STOP at any time to opt out of msgs.
- **Message Two:** This is Family Therapy Associates, LLC. If you need help with scheduling an appt contact us at 715-246-4840. You have previously opted in to receive msgs. Msgs will only be sent to confirm existing client's scheduled appts at a frequency of no more than one time per week. At no time will msgs be sent to market or solicit. Standard msg & data rates may apply. Reply HELP at any time for assistance or call us at 715-246-4840. Reply STOP at any time to opt out of msgs.
- **Message Three:** Msg from Family Therapy Associates LLC. You have cancelled your appt. Please call us at 715-246-4840 to reschedule. You have previously opted in to receive msgs. Msgs will only be sent to confirm existing

client appointments at a frequency of no more than one time per week. At no time will msgs be sent to market or solicit. Standard msg & data rates may apply. Reply HELP at any time for assistance or call us at 715-246-4840. Reply STOP at any time to opt out of msgs.

The following communication is used for opting in, opting out, and offering assistance or help via SMS text messaging. Please note all standard messaging rates may apply when utilizing SMS text messaging communication.

- **Opt In Messaging:** You have opted in to msgs from Family Therapy Associates, LLC. Msgs will be sent to confirm appts at a frequency of no more than one time per week. Msgs will not be sent to market/solicit. Standard msg & data rates may apply. Reply HELP at any time for help or call 715-246-4840. Reply STOP at any time to opt out of msgs.
- **Opt Out Messaging:** You have successfully unsubscribed from msgs from Family Therapy Associates, LLC. No further msgs will be sent. Reply START to resubscribe, at which time standard msg rates may apply, or call us at 715-246-4840.
- **Help Messaging:** You've requested HELP from Family Therapy Associates, LLC. Please call us at 715-246-4840, email us at info@ftacounseling.com, or visit <https://www.ftacounseling.com/contact-us.html> or https://www.ftacounseling.com/uploads/1/4/6/3/146390162/privacy_policy.pdf for assistance. Reply STOP at any time to opt out of msgs.

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. 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

The following information is collected by Family Therapy Associates, LLC.

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, 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.

We welcome questions and/or concerns regarding this policy. Communication should be directed electronically to:

info@ftacounseling.com

Please have the subject line read: Privacy Policy Questions / Attention Clinic Administrator

or via US Mail at:

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