

Website and Portal Privacy Statement

This Privacy Statement describes how the website for Sarah Elaine Zimmerman, LCSW, collects, uses and discloses the personal Information collected from you, the client, when using the Website (domain is <https://SarahElaineZimmermanlcsw.com>) and Simple Practice client portal. Simple Practice is the platform I use for you to complete documents. If you have questions about how I process your Personal Information, I encourage you to reach out to me.

1. Personal Information Collected:

Name, Email and Phone Number: “Personal Information” is information that identifies you or can be linked with your household, such as your name, email address, IP address, telephone number, and broader categories of information such as your professional, educational or health information, commercial information and internet activity. This is collected when you fill-out the form on my website, email via my Hushmail account or complete other practice-related documents through the Simple Practice client portal.

2. Why it’s Collected:

In the course of you using the Website or Simple Practice Client Portal, I may collect Personal Information directly from you or indirectly from you depending on how you utilize the Website and Client Portal so that I can provide you with services. This can include:

- Identifiers and contact information, such as your name, email address, mailing address, phone numbers, and IP addresses. I collect this information directly from you or indirectly for your Client Profile, to communication with you and to provide my services to you, to enable you to access the Client Portal, and to enable your electronic signature on certain documents or agreements.
- Billing information, such as your insurance information, invoices, name, email address, mailing address, phone number, date of services, and types of services received. I store this information so that I may process your payments and so that you may view and manage your billing information in the Client Portal.
- Audio, electronic or visual, such as photographs or images, your voice and other similar information to allow you to create file attachments in the Client Portal. I do not record sessions.
- The sites may collect information through a third-party source, cookies and other tracking technologies in order to conduct business analytics or to improve my business functionality and the Services. The appropriate contracts (Business Associate Agreements) are in place with third-party sources to ensure they do not use this information beyond the purpose of providing services to me.
- Appointment Information, such as date, time and location of your appointments. I store this information so that I can view and manage your appointments, including reminders sent based on your communication preference.
- In the course of providing services to you, I will collect sensitive, personal information such as your race or ethnic

origin, sexual orientation, credit or debit card number, health status, driver's license, or secure messages exchanged. This information is stored to ensure that I can manage your Client Profile, provide services and/or care to you, verify your identity and insurance information, and to process payments from you. I also store this information so that you may manage your payments and so that you may securely communicate with me in the Client Portal. *This information is not accessed or used outside of what is described in this privacy policy and is in accordance with HIPAA privacy law. Please see my HIPAA Privacy Policy for a detailed description of your rights to have your personal information protected.*

3. Disclosure of Your Personal Information to parties outside of the Website or SimplePractice Portal:

- I may be required to provide Personal Information to a third party in order to comply with a subpoena, court order, government investigation, or similar legal process or to law enforcement agencies.
- To any other third party for whom you have given your consent for us to share your Personal Information.

4. Your Right to Access:

If your Personal Information changes, it can be modified in the Client Portal. Please request in writing the reason you would like to have your Personal Information updated. You can directly modify your billing information in the Client Portal.

5. Data Collection Technologies and Cookies:

My third-party partners may automatically collect certain information from or in connection with your device when you visit or interact with my Services, such as:

- Log Data, including internet protocol (IP) address, operating system, device type and version, browser type and version, browser id, the URL entered and the referring page/campaign, date/time of visit, other user agent string data, the time spent on my Services, and any errors that may occur during the visit to my services. Log data may overlap with the other categories of data below.
- Analytics Data, including the electronic path you take to my Services, through my Services and when exiting my Services, UTM source, as well as your usage and activity on my Services, such as the time zone, activity information (first and last active date and time), usage history (emails opened, total log-ins) as well as the pages and links you view, click or otherwise interact with.
- Location Data, such as general geographic location which can be inferred based on your IP address.

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The Website and Portal may use (i) cookies or small data files that are sent to your browser from a web server and stored on your computer's hard drive and (ii) other, related technologies, such as web beacons, pixels, SDKs, embedded scripts, and logging technologies ("cookies") to automatically collect this information. This may be used to monitor and analyze trends of how you use and interact with my Services.

If you would prefer not to accept cookies, most browsers will allow you to change the setting of cookies by adjusting the settings on your browser to: (i) notify you when you receive a cookie, which

lets you choose whether or not to accept it; (ii) disable existing cookies; or (iii) set your browser to automatically reject cookies. Be aware that disabling cookies may negatively affect the functionality of this and many other websites that you visit. Disabling cookies may result in also disabling certain functionalities and features of the Services.

Depending on your device and operating system, you may not be able to delete or block all cookies. In addition, if you want to reject cookies across all your browsers and devices, you will need to do so on each browser on each device you actively use. You may also set your email options to prevent the automatic downloading of images that may contain technologies that would allow us to know whether you have accessed our email and performed certain functions with it.

Please note that the Simple Practice Client Portal is not presently configured to respond to DNT or “do not track” signals from web browsers or mobile devices. I cannot then respond to or honor Do Not Track requests.

6. Retention and Security:

I will retain your Personal Information and sensitive Personal Information for as long as needed to provide you Services, and as necessary to comply with my legal obligations (Federal, State and National Association of Social Workers) to retain records, resolve disputes, and enforce our agreements. No method of transmission over the Internet, or method of electronic storage, can be guaranteed as 100% secure.

You have the right to restrict the ways in which I use and disclose your sensitive personal information. I do not use, share, or disclose your sensitive personal information in any way, except as outlined in this privacy policy for the purposes of providing Services to you. I do not exchange or sell your information for advertising or other purposes. If you exercise your right to restrict my use of your data, you may be unable to use or access certain features of the Website or Client Portal.

For your protection, I will take steps to verify your identity before processing your privacy rights requests. You may use an authorized agent to submit a privacy rights request. When I verify your agent's request, I will verify both your and your agent's identity and request a signed authorization document from you that permits your agent to make the request on your behalf. To protect your Personal Information, I reserve the right to deny a request from an agent that does not submit proof that they have been authorized by you to act on their behalf.

7. Additional State Privacy Laws:

Under the Virginia Consumer Data Protection Act (VCDPA), effective January 1, 2023, Virginia residents have additional privacy rights. Clients who wish to exercise these rights should send an email to sarah.zimmerman@therapyemail.com or to privacy@simplepractice.com.

You have the right to know whether or not I am processing your personal data and to access such personal data.

- The right to deletion. You have the right to request that I delete the Personal Information that I, including our third-party service Providers, have collected or maintain about you. I may deny your request under certain circumstances, such as if we need to comply with legal obligations or complete a transaction for which your Personal Information was collected. If I deny your request for deletion, I will let you know the reason why.
- The right to correct. You have the right to request correction of any inaccurate Personal Information I have about you.
- The right to data portability. You have the right to easy and portable access to all pieces of Personal Information that I have collected or maintain about you.
- The right to opt-out of the processing of personal data for targeted advertising purposes. I do not use your Personal Information for targeted advertising.
- The right to opt-out of the sale of personal data. I do not sell your Personal Information. I only share your Personal Information as outlined in this privacy policy to provide Services to you.
- The right to opt-out of profiling based upon personal data. You have the right to opt-out of any processing of personal data for the purposes of profiling for decisions that produce legal effects or similarly significant effects on you. I do not use your Personal Information for this purpose.
- The right to equal service. If you choose to exercise any of these rights, I will not discriminate or retaliate against you in any way. If you exercise certain rights, understand that you may be unable to use or access certain features of our Services.

Per the VCDPA, information provided in response to your requests shall be provided by me, free of charge, up to twice annually per Client. I will update this privacy policy periodically and as necessary to maintain compliance with the evolving privacy landscape.

8. Additional Information:

Links to Other Sites: The Services may contain links to other sites that are not owned or controlled by SimplePractice or Sarah Zimmerman's website/domain. This may include, but is not limited to, links to add appointments to your calendar or links for directions to the Provider's office. Please be aware that I am not responsible for the privacy practices of such other sites. I encourage you to be aware when you leave the site and to read the privacy statements of each and every website that collects Personal Information. This Privacy Policy applies only to information collected or stored for my Services.

Changes to This Policy: I may update this Privacy Policy to reflect changes to my information practices or to comply with laws. If I make any material changes, I will notify you by email (sent to the email address specified in your Client Profile) or by notice on my website prior to the change becoming effective.

If you have any questions in connection with this Privacy Policy or other privacy-related matters, please contact Sarah Zimmerman, LCSW (561) 508-8809.