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Online Counseling and Clinical Supervision

## INTERNET PRIVACY POLICY

Your data protection is a high priority for me, Heather M. McKenzie, PLLC. This privacy policy discloses the ways my website collects, uses, discloses, and manages the data of website visitors.

I have taken technical and organizational measures to ensure the most complete protection of personal data processed through this website. However, Internet-based data transmissions may in principle have security gaps, so absolute protection may not be guaranteed. For this reason, every visitor is free to transfer personal data to me via alternative means, e.g. by telephone.

### **What type of information do I collect?**

I receive, collect and store any information you enter on my website or provide to me in any other way. As you navigate through my website, I may use automatic data collection technologies including Google Analytics to collect certain information about your equipment, browsing actions, and patterns. These technologies can collect the Internet protocol (IP) address used to connect your computer to the Internet; computer and connection information; session information, including page response times, length of visits to certain pages, page interaction information, and methods used to browse away from the page.

My website provides various places for users to provide information. I collect information that users provide by communicating with me via contact forms, responding to surveys, search queries on my search feature, providing blog comments or other feedback. If a visitor uses the contact form, I also collect personally identifiable information (including name, email, phone number, and comment communications).

The information I collect automatically is used for statistical data and will not include personal information. I use this type of information to administer the website and provide the highest possible level of service to you. I also use this information in the aggregate to perform statistical analyses of user behavior and characteristics in order to measure interest in and use of the various areas of the website. The website pages collect a series of general non-personal data and information when a user or automated system calls up the website. This general data and information are stored in the server log files. Data collected may be:

- the browser types and versions used,
- the operating system used by the accessing system,
- the website from which an accessing system reaches our website (so-called referrers),
- the sub-websites,
- the date and time of access to the Internet site,
- an Internet protocol address (IP address),
- the Internet service provider of the accessing system
- any other similar data and information that may be used in the event of attacks on my information technology systems.

### **Why do I collect information?**

I collect Non-personal and Personal Information for the following purposes:

- To deliver the content of my website correctly;
- To optimize the content of my website as well as its advertisement
- To ensure the long-term viability of my information technology systems and website technology
- To provide my users with ongoing customer assistance and technical support;
- To be able to contact Visitors and Users with general or personalized service-related notices,
- To create aggregated statistical data and other aggregated and/or inferred Non-personal Information, which I may use to provide and improve my services;
- To comply with any applicable laws and regulations.
- To provide law enforcement authorities with the information necessary for criminal prosecution in case of a cyber-attack

When using these general data and information, I do not draw any conclusions about the site user. Rather, I may analyze anonymously collected data and information statistically, with the aim of increasing the data

protection and data security of my enterprise, and to ensure an optimal level of protection for the personal data I process. The anonymous data of the server log files are stored separately from all personal data provided by a data subject.

### **My webpages use cookies.**

Cookies are small pieces of data stored on a site visitor's browser, usually used to keep track of visitor movements and actions on a site. Cookies are text files that are stored in a computer system via an Internet browser. I may use both session cookies (which expire once you close your browser) and persistent cookies (which stay on your computer until you delete them). You have the ability to accept or decline cookies using your web browser settings. If you choose to disable cookies, some areas of the website may not work properly or at all.

Many Internet sites and servers use cookies. Many cookies contain a so-called cookie ID. A cookie ID is a unique identifier of the cookie. It consists of a character string through which Internet pages and servers can be assigned to the specific Internet browser in which the cookie was stored. This allows visited Internet sites and servers to differentiate the individual browser of the data subject from other Internet browsers that contain other cookies. A specific Internet browser can be recognized and identified using the unique cookie ID.

Through the use of cookies, I can provide the users of this website with more user-friendly services that would not be possible without the cookie setting. By means of a cookie, the information on my website can be optimized with the user in mind. Cookies allow me to recognize website users. The purpose of this recognition is to make it easier for users to utilize the website.

### **How do I collect information?**

When you visit any of my webpages, your non-personal information may be tracked. When you use the Contact Me form on my website, as part of the process, I collect personal information you give us such as your name, phone and email address. Your personal information will be used for the specific purpose stated in your communication only. If a user contacts me by e-mail or via a contact form, the personal data transmitted are automatically stored. Such personal data is transmitted on a voluntary basis by a user to the data controller and are stored for the purpose of processing or contacting the user.

### **How do I store, use, share and disclose site visitors' personal information?**

My website is hosted on the Wix.com platform. Wix.com provides me with the online platform that allows me to inform you about counseling and related services. Your data may be stored through Wix.com's data storage, databases and the general Wix.com applications. They store your data on secure servers behind a firewall.

### **How do I communicate with site visitors?**

I will only contact site visitors if they specifically request contact via the Contact Me form or by others means of contact available on the website (my direct email address and phone number). For these purposes I may contact you via email, telephone, text messages, and postal mail in whichever way you request.

### **Email Information.**

If you choose to correspond with me through email, I may retain the content of your email messages together with your email address and our responses. I provide the same protections for these electronic communications that I employ in the maintenance of information received online, mail, and telephone. I am committed to keeping your e-mail address confidential. I do not sell, rent, or lease email addresses to third parties, and will not disclose your email address to any third parties.

### **Comments function in the blog on the website**

My website offers users the possibility to leave individual comments on a blog post. If a user leaves a comment on the blog published on this website, the comments made by the user are also stored and published, as well as information on the date of the commentary and on the user's (pseudonym) chosen by the user. In addition, the IP address assigned by the Internet service provider (ISP) to the user is also logged. This storage of the IP address takes place for security reasons, and in case the data subject violates the rights of third parties, or posts illegal content through a given comment. The storage of these personal data is, therefore, in my own interest so that I can respond in the event of an infringement. This collected personal data will not be passed to third parties, unless such a transfer is required by law or serves the aim of my own defense.

### **Third Party Links**

My website contains links to third party websites. Except as otherwise discussed in this Privacy Policy, this document only addresses the use and disclosure of information I collect from you on my website. Other sites

accessible through my site via links or otherwise have their own policies in regard to privacy. I am not responsible for the privacy policies or practices of third parties.

### **Privacy policy updates**

I reserve the right to modify this privacy policy at any time, so please review it frequently. Changes and clarifications will take effect immediately upon their posting on the website. If I make material changes to this policy, I will notify you here that it has been updated, so that you are aware of what information I collect, how I use it, and under what circumstances, if any, I use and/or disclose it.

### **Website Visitor GDPR Rights**

If you are within the European Union, you are entitled to certain information and have certain rights under the General Data Protection Regulation. Those rights include:

I will retain any information you choose to provide to me until the earlier of: (a) you asking me to delete the information, (b) my decision to cease using our existing data providers, or (c) I decide that the value in retaining the data is outweighed by the costs of retaining it.

You have the right to request access to your data that I store and the right to either rectify or erase your personal data. You have the right to seek restrictions on the processing of your data. You have the right to object to the processing of your data and the right to the portability of your data.

To the extent that you provided consent to me processing your personal data, you have the right to withdraw that consent at any time, without affecting the lawfulness of processing based upon consent that occurred prior to your withdrawal of consent.

You have the right to lodge a complaint with a supervisory authority that has jurisdiction over issues related to the General Data Protection Regulation.

I require only the information that is reasonably required to enter into a contract with you. I will not require you to provide consent for any unnecessary processing as a condition of entering into a contract with me.

### **Questions and contact information**

If you would like to: access, correct, amend or delete any personal information I have about you, you are invited to contact me at [Heather@mckenziecounseling.org](mailto:Heather@mckenziecounseling.org) or send mail to: 3434 Kildaire Farm Rd Suite 135 - 535 Cary, NC 27518

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