

Elevate Psychological Services Inc. and elevatepsychservices.com Privacy Policy

Updated: July 27, 2022

This Privacy Policy is **NOT** in reference our Privacy Policy should you decide to become a formal therapy client. A therapy client is covered by HIPAA laws and is provided a separate Privacy Policy once services are set to commence. This Privacy Policy describes how your Personally Identifiable Information is collected, used, and shared when you visit or make a purchase from <https://www.elevatepsychservices.com/> (the "Site").

Elevate Psychological Services Inc. and elevatepsychservices.com strives to offer visitors the many advantages of internet technology and to provide a safe, efficient and customized experience. We may use Personally Identifiable Information (your name, e-mail address, street address, telephone number) subject to the terms of this Privacy Policy. Elevate Psychological Services Inc. and elevatepsychservices.com will never sell, barter, or rent your email address to any unauthorized third party.

By visiting the Site, you are agreeing to the terms of this privacy policy and our accompanying Terms of Service, both of which govern your use of the Site.

Personally Identifiable Information We Collect

When you visit the Site, we automatically collect certain information about your device, including information about your web browser, IP address, time zone, and some of the cookies that are installed on your device. Additionally, as you browse the Site, we collect information about the individual web pages or products that you view, what websites or search terms referred you to the Site, and information about how you interact with the Site. We refer to this automatically-collected information as "Device Information."

We collect Device Information using the following technologies:

– “Cookies” are data files that are placed on your device or computer and often include an anonymous unique identifier. For more information about cookies, and how to disable cookies, visit <http://www.allaboutcookies.org>.

– “Log files” track actions occurring on the Site, and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.

– “Web beacons,” “tags,” and “pixels” are electronic files used to record information about how you browse the Site.

Additionally when you purchase a course or service through the Site, we collect certain information from you, including your name, billing address, payment information (including credit card numbers), email address, and phone number. We refer to this information as “Order Information.”

We use third-party vendors to process payments and will never have access to your credit card number as part of your Order Information.

You can view the privacy policies of our payment processing vendors below:

- [PayPal](#)
- [Stripe](#)

When we talk about “Personally Identifiable Information” in this Privacy Policy, we are talking both about Device Information and Order Information.

How Do We Use Your Personally Identifiable Information?

We use the Order Information that we collect generally to fulfill any orders placed through the Site (including processing your payment information and providing you with invoices and/or order confirmations). Additionally, we use this Order Information to:

- Communicate with you;
- Screen our orders for potential risk or fraud; and
- When in line with the preferences you have shared with us, provide you with information or advertising relating to our products or services.

We use the Device Information that we collect to help us screen for potential risk and fraud (in particular, your IP address), and more generally to improve and optimize our Site (for example, by generating analytics about how our visitors browse and interact with the Site, and to assess the success of our marketing and advertising campaigns).

Sharing Your Personally Identifiable Information

We share your Personally Identifiable Information with third parties to help us use your Personally Identifiable Information, as described above.

We also use Google Analytics to help us understand how our customers use the Site—you can read more about how Google uses your Personally Identifiable Information here: <https://www.google.com/intl/en/policies/privacy/>.

You can also opt-out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>.

Finally, we may also share your Personally Identifiable Information to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights. As described above, we use your Personally Identifiable Information to provide you with targeted advertisements or marketing communications we believe may be of interest to you.

For more information about how targeted advertising works, you can visit the Network Advertising Initiative's ("NAI") educational page at <http://www.networkadvertising.org/understanding-online-advertising/how-does-it-work>.

You can opt out of targeted advertising at the links below:

- FACEBOOK – <https://www.facebook.com/settings/?tab=ads>
- GOOGLE – <https://www.google.com/settings/ads/anonymous>

Additionally, you can opt out of some of these services by visiting the Digital Advertising Alliance's opt-out portal at: <http://optout.aboutads.info/>.

Do Not Track

Please note that we do not alter our Site's data collection and use practices when we see a Do Not Track signal from your browser.

If you are a European resident, you have the right to access Personally Identifiable Information we hold about you and to ask that your Personally Identifiable Information be corrected, updated, or deleted. If you would like to exercise this right, please contact us through the contact information below.

Additionally, if you are a European resident we note that we are processing your information in order to fulfill contracts we might have with you (for example if you make an order through the Site), or otherwise to pursue our legitimate business interests listed above. Additionally, please note that your information will be transferred outside of Europe, including to Canada and the United States.

Data Retention

When you place an order through the Site, we will maintain your Order Information for our records unless and until you ask us to delete this information.

Changes

We may update this privacy policy from time to time in order to reflect, for example, changes to our practices or for other operational, legal or regulatory reasons.

Contact Me

For more information about our privacy practices, if you have questions, or if you would like to make a complaint, please contact us by email at magenta@elevate.sprucecare.com.