

Empowerment Therapy Group

Website Privacy Policy

Effective Date: December 11, 2025 · **Last Updated:** June 9, 2026

Empowerment Therapy Group, LLC ("ETG," "we," "our," or "us") is an Alabama limited liability company providing therapy services through licensed clinicians. We are committed to protecting your privacy and handling personal information and therapy-related information responsibly.

This Website Privacy Policy explains how we collect, use, protect, and share information when you visit our website, contact us, submit forms, request services, or interact with our online tools.

This Website Privacy Policy is not a substitute for ETG's HIPAA Notice of Privacy Practices. Therapy clients may also receive a separate HIPAA Notice of Privacy Practices explaining how Protected Health Information ("PHI") may be used and disclosed for treatment, payment, healthcare operations, legal compliance, safety, and other purposes permitted or required by law.

If there is a conflict between this Website Privacy Policy and ETG's HIPAA Notice of Privacy Practices regarding PHI, the HIPAA Notice of Privacy Practices controls.

By using this website, you acknowledge the practices described in this Website Privacy Policy.

1. Information We Collect

We may collect the following categories of information.

Personal Information

You may voluntarily provide personal information, including:

- Name
- Email address
- Phone number
- Mailing address
- Appointment request information
- Information submitted through scheduling forms, intake tools, or direct communication

Therapy-Related and Health Information

If you become a therapy client, ETG may collect information necessary for intake, assessment, treatment planning, therapy services, documentation, payment support, and clinical communication.

This may include Protected Health Information ("PHI"), such as:

- Intake forms
- Health and mental health history
- Treatment information
- Diagnosis information
- Appointment history
- Clinical documentation
- Payment or billing-related information
- Communication related to your care

Therapy-related PHI is handled according to applicable confidentiality laws, HIPAA where applicable, Alabama law, licensing requirements, and professional standards.

Website and Usage Data

When you visit our website, certain technical or usage information may be collected automatically, such as:

- IP address
- Browser type
- Device type
- Pages visited
- Time spent on the website
- General location data
- Referring website or search source

This information helps us maintain, secure, and improve our website.

Communication Preferences

If you opt in to receive email or text/SMS communication, we may store your communication preferences so we can send appointment reminders, scheduling updates, forms, or limited administrative messages.

2. How We Use Your Information

We may use your information to:

- Respond to inquiries
- Schedule consultations or appointments
- Provide therapy services
- Complete intake, assessment, and treatment documentation
- Communicate about appointments, forms, payments, or administrative matters

- Support payment processing or insurance-related workflows through approved third-party platforms
- Maintain clinical, business, and compliance records
- Improve website performance and user experience
- Protect the safety of clients, staff, and others
- Comply with legal, ethical, clinical, and professional obligations

ETG does not sell or rent personal information or PHI.

3. How We Share Information

ETG only shares information when permitted or required by law, professional ethics, client authorization, safety obligations, or operational necessity.

Information may be shared in the following circumstances:

With Your Written Authorization

We may share information with another provider, referral source, school, employer, attorney, family member, or other third party when you provide written authorization, unless an exception applies by law.

For Treatment, Payment, or Healthcare Operations

Where permitted by law, ETG may use or disclose PHI for treatment coordination, payment support, scheduling, clinical documentation, administrative operations, quality improvement, or related healthcare operations.

With Service Providers and Business Associates

ETG may work with vendors or service providers that support therapy operations, including electronic health record systems, telehealth platforms, scheduling tools, secure forms, payment processors, billing support platforms, analytics providers, website hosting providers, and IT support providers.

When required by HIPAA, ETG uses Business Associate Agreements or other appropriate safeguards with vendors that create, receive, maintain, or transmit PHI on ETG's behalf.

As Required by Law

ETG may disclose information when required by law, subpoena, court order, regulatory request, licensing board inquiry, law enforcement request, or other legally valid process.

For Safety or Emergency Concerns

If there is a serious or immediate risk of harm to you or another person, ETG may disclose limited information necessary to protect safety or comply with applicable law.

For Mandated Reporting

Licensed clinicians may be required to report suspected abuse, neglect, exploitation, or threats of harm as required by Alabama law and applicable professional obligations.

Mobile phone numbers are not sold, rented, or shared for third-party marketing.

4. SMS/Text Messaging Policy

If you opt in to receive SMS/text messages from ETG, messages may include appointment reminders, scheduling updates, form reminders, or limited administrative communication.

By opting in, you understand:

- Message and data rates may apply
- Message frequency may vary
- You may opt out at any time by replying STOP
- You may request help by replying HELP or contacting ETG directly
- Standard SMS/text messaging may not be fully secure

Please do not send sensitive clinical, emergency, or crisis-related information by text message unless you are using a secure platform specifically approved by ETG.

5. Email and Electronic Communication

Regular email and standard text messaging may not be fully encrypted or secure. ETG makes reasonable efforts to protect communications, but we cannot guarantee the security of information transmitted through ordinary email, text messaging, or unsecured online channels.

Clients should avoid sending sensitive health information through regular email or standard text message. Secure portals or approved platforms should be used when available.

6. Data Security

ETG uses reasonable administrative, technical, and physical safeguards to protect personal information and therapy-related information.

These safeguards may include:

- Secure platforms for therapy-related records
- Password-protected systems
- Role-based access controls
- Encryption where available
- Secure scheduling and telehealth tools
- Limited access to client information
- Confidentiality practices
- Professional and ethical standards

No website, platform, or electronic system can be guaranteed 100% secure. If you believe your information may have been accessed, used, or disclosed improperly, please contact ETG promptly.

If ETG determines that a breach of unsecured PHI has occurred, ETG will provide notification as required by applicable law.

7. Psychotherapy Notes

Psychotherapy notes, if maintained, are kept separate from the general clinical record and receive special protection under HIPAA.

Psychotherapy notes are not the same as progress notes, treatment plans, appointment records, billing records, diagnosis information, or medication information.

ETG will not use or disclose psychotherapy notes without written authorization except where permitted or required by law.

8. Therapy Services Only

ETG provides therapy services through licensed clinicians. Therapy may include intake, assessment, diagnosis, treatment planning, psychotherapy, clinical documentation, and related mental health services.

ETG does not currently offer coaching services. Any service provided by ETG is therapy or therapy-related administrative support unless otherwise stated in a separate written agreement.

9. Location and Jurisdiction of Therapy Services

Therapy services are available only where ETG clinicians are legally authorized to practice. Clients may be required to confirm their physical location at the time services are provided, especially for telehealth sessions.

If you are outside Alabama or outside a jurisdiction where your clinician is authorized to practice, ETG may be unable to provide therapy services.

10. Insurance and Third-Party Payment Platforms

ETG does not bill insurance directly. If you wish to use insurance benefits, ETG may help you access services through a third-party platform that handles eligibility verification, claims, billing, reimbursement, or payment-related processes.

Please understand:

- ETG is not responsible for insurance coverage decisions

- ETG is not responsible for claim denials, eligibility errors, or third-party billing errors
- Information submitted to third-party platforms is subject to that platform's privacy policy and terms
- You are responsible for reviewing third-party platform policies before submitting information

11. Your Privacy Rights

Depending on the services you receive and applicable law, you may have the right to:

- Request access to your records
- Request correction of inaccurate information
- Request restrictions on certain uses or disclosures
- Request confidential communication by alternative means
- Withdraw certain communication permissions
- Request information about how your information is used or disclosed
- Receive a copy of applicable privacy notices
- File a privacy complaint

Some requests may be limited by law, clinical standards, safety concerns, recordkeeping obligations, or professional requirements.

ETG will not retaliate against any person for filing a privacy complaint or exercising privacy rights.

To exercise privacy rights or submit a privacy-related request, contact:

Empowerment Therapy Group, LLC

Email: contact@etgtherapy.com

Location: Alabama, USA

12. Data Retention

ETG retains therapy records according to applicable federal law, Alabama law, licensing board requirements, payer requirements, professional ethics, and clinical recordkeeping standards.

Records are generally retained for at least the period required by applicable law or professional rules and may be retained longer for minors, audits, legal holds, payer requirements, risk-management purposes, or professional obligations.

When records are no longer required, they may be securely archived, deleted, or destroyed according to applicable confidentiality and retention standards.

13. Children's Privacy

This website is not directed to children under age 13. ETG does not knowingly collect personal information from children under 13 through the website without appropriate parent or guardian involvement.

Therapy services for minors require appropriate consent from a parent, guardian, or legally authorized person unless an exception applies under Alabama law.

Parent or guardian access to a minor's records may be limited in certain circumstances by law, safety considerations, court order, or clinical/ethical obligations.

14. Cookies and Tracking Technologies

Our website may use cookies, analytics tools, or similar technologies to understand website traffic, improve functionality, and enhance user experience.

You may disable cookies through your browser settings. Some website features may not function properly if cookies are disabled.

ETG does not use website analytics to access therapy records or PHI stored in clinical systems.

15. Third-Party Links

Our website may contain links to third-party websites or platforms. ETG is not responsible for the privacy practices, security, content, or policies of third-party sites.

Please review third-party privacy policies and terms before submitting personal or health-related information.

16. Accessibility

ETG is committed to making website content accessible to users with disabilities. If you experience difficulty accessing information on our website, please contact us so we can assist or provide information in an alternative format.

17. Crisis and Emergency Services

ETG is not a crisis center and does not provide emergency, on-call, or after-hours crisis services.

If you are experiencing a medical or mental health emergency, call 911 or go to the nearest emergency room.

If you are in emotional distress or experiencing suicidal thoughts, call or text the Suicide & Crisis Lifeline at 988.

Do not use the website, email, text messaging, appointment request forms, or client portal messages for emergencies.

18. Updates to This Website Privacy Policy

ETG may update this Website Privacy Policy from time to time to reflect changes in services, technology, law, or privacy practices.

Updates will be posted on this page with a revised "Last Updated" date. Continued use of the website after changes are posted constitutes your acknowledgment of the updated Website Privacy Policy.

19. Contact Us

For privacy questions, concerns, or requests, contact:

Empowerment Therapy Group, LLC

Email: contact@etgtherapy.com

Location: Alabama, USA