

WEBSITE PRIVACY POLICY

Effective Date: July 10, 2026

Dynamic Reflections respects the privacy of people who visit www.dynamic-reflections.com. This Website Privacy Policy explains what information may be collected through the public website, how that information may be used, and the choices available to visitors.

This policy applies to information collected through the public website. It does not replace the Dynamic Reflections HIPAA Notice of Privacy Practices, clinical informed-consent documents, assessment agreements, coaching agreements, consulting contracts, or other service-specific policies.

HHS distinguishes ordinary website information from protected health information based on whether information is individually identifiable health information maintained by a covered healthcare provider or another HIPAA-regulated entity.

1. Information You Provide

Dynamic Reflections may collect information that you voluntarily submit through:

- Contact or inquiry forms;
- Consultation-request forms;
- Scheduling links;
- Email;
- Telephone or voicemail;
- Newsletter or resource sign-up forms;
- Employment or professional inquiries;
- Coaching or consultation inquiries; and
- Other communications initiated through the website.

This information may include:

- Name;
- Email address;
- Telephone number;

- State or location;
- Preferred service;
- Scheduling preferences;
- Referral information;
- Insurance information you choose to provide;
- Organization or professional role;
- The content of your message; and
- Other information you voluntarily submit.

Please provide only the information reasonably necessary for Dynamic Reflections to respond. Do not submit detailed treatment records, Social Security numbers, payment-card information, or urgent crisis information through a general website form.

2. Information Collected Automatically

When you visit the website, certain technical information may be collected automatically by the website host, security tools, analytics providers, content-delivery services, or similar technologies.

This may include:

- Internet Protocol address;
- Browser and device type;
- Operating system;
- Referring website;
- Pages viewed;
- Date and time of access;
- Approximate geographic area;
- Links or buttons selected;
- Session duration;
- Cookie or device identifiers; and
- Information used to detect fraud, spam, abuse, or security threats.

3. How Information May Be Used

Dynamic Reflections may use website information to:

- Respond to inquiries;
- Determine whether requested services may be available;
- Schedule consultations or appointments;
- Route inquiries to the appropriate staff member;
- Provide requested resources;
- Communicate about administrative matters;
- Operate, maintain, secure, and troubleshoot the website;
- Prevent spam, fraud, or misuse;
- Understand how visitors use the website;
- Improve website content, accessibility, and performance;
- Comply with legal or professional obligations;
- Protect the rights and safety of visitors, clients, staff, and others; and
- Establish, exercise, or defend legal claims.

Dynamic Reflections does not sell personal information.

4. Healthcare and Clinical Information

Submitting a website form does not establish a clinical relationship.

Information submitted before a formal clinical relationship begins may not automatically become part of a clinical record. Once a person becomes a client, information received, maintained, or used in connection with healthcare services may be handled under HIPAA, applicable state confidentiality laws, professional ethics requirements, and the Dynamic Reflections Notice of Privacy Practices.

Individuals should use the designated secure client portal or another approved method when communicating sensitive clinical information.

5. Cookies and Similar Technologies

The website may use cookies, pixels, scripts, local-storage technologies, or similar tools to:

- Maintain website functionality;
- Remember visitor preferences;
- Analyze website traffic;
- Detect security threats;
- Prevent spam;
- Display embedded content; or
- Measure the effectiveness of website content.

Some cookies may be necessary for the website to operate. Others may be optional, depending on the website configuration and applicable law.

You may be able to control cookies through your browser settings or a website cookie-consent tool. Blocking cookies may affect certain functions.

6. Analytics

Dynamic Reflections may use privacy-conscious analytics to understand general website use, such as which pages are visited and how visitors reach the site.

Analytics information should be configured to minimize collection of unnecessary personal or health-related information. Dynamic Reflections does not intend to use website analytics to diagnose visitors, identify their treatment needs, or build advertising profiles based on sensitive mental health information.

7. Scheduling, Portal, Telehealth, and Payment Services

The website may link to or integrate with third-party platforms used for:

- Appointment scheduling;
- Intake and electronic forms;
- Client portals;
- Electronic health records;
- Telehealth;
- Payment processing;
- Email or messaging;
- Document exchange; or

- Insurance-related administration.

Information submitted directly to those services is also governed by the provider's privacy policy, security practices, and any applicable agreement with Dynamic Reflections.

Links to a third-party service do not mean that all information entered on that service is collected directly by the public Dynamic Reflections website.

8. When Information May Be Shared

Dynamic Reflections may share information only as reasonably necessary with:

- Website hosting and maintenance providers;
- Security, spam-prevention, and technical-support providers;
- Scheduling, portal, telehealth, communications, or payment vendors;
- Analytics providers, when enabled;
- Professional advisers such as attorneys, accountants, or compliance consultants;
- Government authorities or regulators when legally required;
- Law enforcement or emergency personnel when required or permitted by law;
- A successor entity in connection with a lawful merger, sale, restructuring, or transfer; or
- Other parties with your direction or consent.

Service providers should receive only the information reasonably necessary to perform their functions and may be subject to contractual privacy and security obligations.

Dynamic Reflections does not sell website visitors' personal information or consumer health information.

9. Advertising and Sensitive Information

Dynamic Reflections does not intend to use information about a person's mental health concerns, diagnosis, treatment interests, assessment needs, or contact-form submissions for targeted advertising.

The FTC advises businesses that privacy promises must accurately reflect actual data practices and that sharing sensitive health information through hidden tracking technologies may violate federal law.

Accordingly, advertising pixels or remarketing tools should not be placed on contact, scheduling, portal, assessment, or condition-specific pages without careful legal and technical review.

10. Data Retention

Dynamic Reflections retains website inquiry information only for as long as reasonably necessary to:

- Respond to the inquiry;
- Complete administrative follow-up;
- Meet legal, professional, contractual, or recordkeeping obligations;
- Maintain security;
- Resolve disputes; or
- Establish or defend legal claims.

Retention periods may differ depending on whether the individual becomes a client and whether the information becomes part of a clinical, business, employment, or consulting record.

11. Security

Dynamic Reflections uses reasonable administrative, technical, and organizational safeguards intended to protect information.

However, no online transmission or electronic storage system can be guaranteed to be completely secure. Visitors should use discretion when submitting information online and should use secure communication channels when directed.

12. Your Privacy Choices

Depending on applicable law and the nature of the information, you may request that Dynamic Reflections:

- Confirm whether it maintains personal information about you;
- Provide access to certain personal information;
- Correct inaccurate information;
- Delete information that is not legally required to be retained; or
- Explain how particular information is used.

Certain information may be exempt from deletion or access requirements because of healthcare, legal, professional, security, insurance, employment, or recordkeeping obligations.

Virginia law provides qualifying consumers with certain rights involving access, correction, deletion, and data portability, although statutory scope requirements and exemptions may apply.

Privacy requests may be submitted to **booking@dynamic-reflections.com**. Dynamic Reflections may need to verify your identity before responding.

13. State Consumer Health Data Rights

Some jurisdictions have adopted laws specifically governing consumer health data outside traditional HIPAA records. For example, Washington's My Health My Data Act addresses certain consumer health information collected through websites and other services and requires covered businesses to provide particular disclosures and rights.

Dynamic Reflections does not sell consumer health data and does not intend to collect more health-related website information than is reasonably necessary to respond to inquiries or provide requested services.

Where applicable law provides additional rights, Dynamic Reflections will process qualifying requests in accordance with that law.

14. Children's Privacy

The public website is not directed to children under 13, and Dynamic Reflections does not knowingly solicit personal information directly from children under 13 through the website.

A parent or legal guardian should submit inquiries concerning services for a child. If Dynamic Reflections learns that a child submitted personal information without appropriate authorization, reasonable steps will be taken to address the information as required by law.

15. Email and Text Communications

Email and text messaging may not be fully secure.

By providing an email address or telephone number, you authorize Dynamic Reflections to respond through the method you used or requested. You may ask to change the communication method at any time.

Providing contact information through a website inquiry does not automatically enroll you in marketing messages. Any optional promotional emails should include an unsubscribe method.

16. External Links and Embedded Content

The website may include links to or embedded content from third parties. Those parties may collect information under their own privacy policies.

Dynamic Reflections is not responsible for the privacy, security, or content practices of external websites or services.

17. Do Not Track and Global Privacy Signals

Some browsers provide “Do Not Track” or other privacy preference signals. Because standards and technical responses continue to vary, the website may not respond uniformly to all signals.

Where legally required and technically supported, Dynamic Reflections will honor applicable opt-out preference signals.

18. International Visitors

Dynamic Reflections is based in the United States and primarily offers services within jurisdictions where its clinicians are authorized to practice.

Information submitted through the website may be processed and stored in the United States. International visitors should not assume that clinical services are available in their jurisdiction.

19. Changes to This Policy

Dynamic Reflections may update this Website Privacy Policy to reflect changes in its services, technology, vendors, or legal obligations.

The effective date at the top identifies the latest revision.

20. Contact

Questions or privacy requests may be directed to:

Dynamic Reflections

Sheridan, Wyoming

Phone: 307-500-2770

Email: booking@dynamic-reflections.com

Website: www.dynamic-reflections.com

