

Women's Counseling & Wellness Collective

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WEBSITE PRIVACY POLICY

Women's Counseling & Wellness Collective, LLC | wcwcollective.com | Last Updated: June 2026

This Privacy Policy explains how we collect, use, and share information when you visit or interact with our website.

It applies to website visitors and does not govern clinical records or HIPAA-protected health information, which are covered under a separate Notice of Privacy Practices provided to clients at intake.

1. Scope

This Privacy Policy applies to information collected through the Women's Counseling & Wellness Collective website at wcwcollective.com (the Site), including when you submit forms, schedule consultations, or follow links to third-party services. It does not apply to protected health information (PHI) collected in the course of clinical services, which is governed by our HIPAA Notice of Privacy Practices.

2. Website Platform (WordPress)

This Site is hosted on WordPress. WordPress and its associated hosting infrastructure may place necessary cookies to help the site function and may collect limited information about how visitors interact with the site. Please refer to WordPress's privacy documentation for details on how WordPress processes site data.

3. Information We Collect

A. Information You Provide

We may collect information you submit through the Site, including when you complete a contact form, schedule a consultation, or submit an inquiry. This may include your name, phone number, email address, and any message or details you choose to share.

B. Information Collected Automatically

When you visit the Site, we and our service providers may automatically collect:

- Device and browser type
- IP address and approximate location derived from IP
- Pages viewed, time spent on pages, and referring or exit pages
- Cookie identifiers and similar online identifiers

4. How We Use Information

We use the information collected through this Site to:

- Respond to inquiries and scheduling requests
- Operate, maintain, and improve the Site
- Understand Site usage and performance
- Support marketing and advertising measurement, where enabled
- Protect security and prevent fraud or abuse

- Comply with applicable legal obligations

5. Health Information & Online Form Caution

Please do not submit sensitive clinical details, symptoms, diagnoses, or other protected health information through general website contact forms or standard email. No internet transmission is 100% secure. Submitting a form or scheduling a consultation through this website does not establish a therapist-client relationship.

If you become a client, secure communication methods will be provided, and your clinical information will be protected under a separate HIPAA Notice of Privacy Practices.

6. Cookies, Analytics & Advertising Technologies

We use cookies and similar technologies for functionality, analytics, and advertising measurement. You can manage cookies through your browser settings, though doing so may affect some Site functionality.

A. Google Analytics (GA4)

We use Google Analytics 4 to understand how visitors use the Site — for example, which pages are visited, how long visitors stay, and general traffic patterns. GA4 uses first-party cookies to distinguish unique users and sessions. Data collected through GA4 is processed by Google in accordance with their privacy policies. You may opt out by installing the Google Analytics Opt-Out Browser Add-on at tools.google.com/dlpage/gaoptout.

B. Meta Pixel (Facebook Pixel)

We use Meta Pixel to understand website traffic, measure the performance of any advertising, and help deliver relevant content on Meta platforms, including Facebook and Instagram. Meta Pixel may collect data about your visit to this Site and associate it with your Meta account if you are logged in. You can manage your preferences at www.facebook.com/privacy/explanation.

C. Consent

Where required by applicable law, we will seek your consent before placing non-essential cookies such as analytics or advertising cookies. If a cookie consent banner is displayed on the Site, you may use it to accept or decline non-essential cookies.

7. How We Share Information

We do not sell your personal information. We may share information in the following limited circumstances:

- With WordPress and our website hosting provider to operate and maintain the Site
- With Google Analytics to measure and improve Site performance
- With Meta to measure advertising and traffic when Meta Pixel is active
- With IT and security providers who help keep the Site running and secure
- For legal or safety reasons, including responding to lawful requests or protecting the rights and safety of our practice or others

8. Your Choices

You have several options to control or limit data collection:

- Cookie controls: Adjust your browser settings to block or delete cookies. Note that blocking cookies may affect Site functionality.
- Consent banner: If a cookie consent banner is displayed, use it to accept or reject non-essential cookies.

- Google settings: Manage ad personalization and analytics through your Google account settings or install the Google Analytics Opt-Out Add-on.
- Meta settings: Manage how Meta uses your data through your Facebook or Instagram account privacy settings.
- Contact us: To request access to, correction of, or deletion of personal information you have submitted through this Site, contact us at drhenry@wccwcollective.com.

9. Data Retention

We retain information collected through this Site for as long as necessary to fulfill the purposes described in this Policy, unless a longer retention period is required or permitted by law. Information submitted through contact forms is retained only as long as needed to respond to and manage your inquiry.

10. Children's Privacy

This Site is not directed to children under the age of 13. We do not knowingly collect personal information from children under 13 through this Site. If you believe a child under 13 has submitted information through this Site, please contact us at drhenry@wccwcollective.com and we will take steps to remove that information promptly.

11. Third-Party Links

This Site may include links to third-party platforms, such as scheduling tools or client portals. We are not responsible for the privacy practices of third-party websites and encourage you to review their privacy policies separately before submitting any information.

12. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our services, technology, or legal requirements. The date at the top of this page indicates when it was most recently revised. Continued use of the Site after any update constitutes your acceptance of the revised Policy.

13. Contact

If you have questions about this Privacy Policy or how your information is handled, please contact:

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