

Privacy Policy

Bloom Mental Health, LLC

Effective Date: October 5, 2026

Last Updated: October 5, 2026

1. Introduction

Bloom Mental Health, LLC ("Bloom Mental Health," the "Practice," "we," "us," or "our") is a mental health practice in Alabama. Services are provided by a Licensed Independent Clinical Social Worker (LICSW). We respect your privacy and take seriously our duty to protect the information you share with us.

This Privacy Policy explains how we collect, use, share, and protect information when you:

- visit our website, www.bloommentalhealth.info (the "Website"), which is hosted on the Wix platform;
- contact us or request an appointment through the Website, by phone, by email, or by text message;
- use the SimplePractice client portal, telehealth, scheduling, paperwork, billing, or reminder features we use to manage your care; and
- sign up for or receive SMS (text) messages from us.

By using the Website or our communication channels, you agree to the practices described in this Privacy Policy.

How this Policy relates to our Notice of Privacy Practices

As a health care provider, the Practice is a "covered entity" under the Health Insurance Portability and Accountability Act of 1996 (HIPAA). Health information that identifies you and relates to your care, treatment, or payment is **Protected Health Information (PHI)**. Our use and disclosure of PHI, and your rights regarding PHI, are explained in our separate **Notice of Privacy Practices (NPP)**. Clients receive the NPP at intake, and it is available upon request.

If this Privacy Policy and the NPP conflict regarding PHI, **the NPP controls**. This Privacy Policy covers website, communications, and technology-platform practices and adds to the NPP. It does not replace the NPP.

2. Important Notice: Not for Emergencies

The Website, contact form, email, client portal messaging, and text messaging are **not monitored continuously and are not for emergencies or crisis communication**.

If you are having a mental health crisis or thoughts of harming yourself or others:

- **Call or text 988** (Suicide & Crisis Lifeline), or chat at 988lifeline.org;
- **Call 911**; or
- **Go to the nearest emergency room.**

3. Information We Collect

3.1 Information you give us directly

Website contact and inquiry forms. If you submit an inquiry through the Website (including the SimplePractice contact or appointment-request widget embedded on the Website), we may collect your name, email address, phone number, preferred contact method, general availability, insurance or payment preference, and any message you choose to include.

Please do not include detailed clinical information (such as diagnoses, symptoms, medications, or trauma history) in a website inquiry. A brief description of what you are looking for is enough. We will collect clinical information securely during intake.

Intake and client information (through SimplePractice). If you become a client, we collect information needed to provide and bill for services. This may include:

- identifying and contact information (name, date of birth, address, phone, email, emergency contact);
- demographic information;
- health, mental health, and treatment history; assessments and screening tools; clinical documentation;
- insurance information (carrier, member ID, policyholder information, eligibility, and claims information);
- payment information (card details are handled by SimplePractice's payment processor; we do not store full card numbers);

- signed consents, policies, and forms; and
- appointment history and communications with the Practice.

Communications. We keep information you share when you contact us by phone, voicemail, email, text message, or secure client portal messaging.

3.2 Information collected automatically on the Website

Like most websites, our Website (through Wix) may automatically collect technical information, such as:

- IP address, browser type, device type, and operating system;
- pages viewed, referring pages, time spent on pages, and date/time of visits; and
- information collected through cookies and similar technologies (see Section 8).

We do not use this information to identify you as a client. We do not intentionally use website tracking technologies to collect PHI.

3.3 Mobile and SMS information

When you opt in to text messages, we collect your mobile phone number, your consent and opt-in record (date, time, and method), and your message preferences, including opt-out (STOP) requests. See Section 7.

4. How We Use Information

We use information we collect to:

- respond to inquiries and requests for consultation or appointments;
- confirm whether our services fit your needs and refer you elsewhere if they do not;
- schedule appointments and send appointment reminders;
- provide therapy services, including in-person and telehealth sessions;
- maintain clinical records as required by law and professional standards;
- verify insurance benefits, submit claims, process payments, and handle billing questions;
- provide customer service and handle administrative requests;

- run, maintain, secure, and improve the Website and Practice operations;
- meet legal, regulatory, licensing, and professional obligations; and
- protect the rights, safety, and property of clients, the Practice, and others, as permitted or required by law.

We do not sell your personal information or PHI. We do not use client information for marketing without your written authorization where HIPAA requires one.

5. Third-Party Platforms We Use

We use trusted third-party service providers to run the Practice. Where a provider creates, receives, maintains, or transmits PHI on our behalf, we enter into a **Business Associate Agreement (BAA)** as HIPAA requires. Under a BAA, the provider must safeguard PHI and use it only as permitted.

5.1 Wix (Website hosting)

Our Website is built and hosted on Wix. Wix processes Website visitor data, such as technical, cookie, and analytics data, under its own privacy policy, available at wix.com/about/privacy.

The Website is meant to share general information about the Practice. **It is not meant for sending or storing health information.** We do not use Wix's native forms, chat, or email tools to collect clinical information. Appointment requests and client information are sent to SimplePractice through its embedded widget or links.

5.2 SimplePractice (Practice management and electronic health record)

We use SimplePractice, a HIPAA-compliant practice management platform, to manage client care and Practice administration. SimplePractice is our Business Associate. SimplePractice features we may use include:

- **Client Portal:** secure access to scheduling, intake paperwork, consent forms, documents, billing statements, and secure messaging;
- **Online appointment requests and contact forms:** including widgets embedded on our Website;
- **Electronic health records:** secure storage of clinical documentation;
- **Telehealth:** video sessions through SimplePractice's telehealth platform;

- **Appointment reminders:** by email, text message, and/or voice, based on the preferences you choose;
- **Billing and payments:** invoicing, superbills, insurance claims, and card payments through SimplePractice's integrated payment processor.

SimplePractice processes information under its BAA with us and its own policies, available at simplepractice.com/privacy. SimplePractice states that it does not sell PHI or personally identifiable information ([SimplePractice Support](#)).

Client responsibilities. To help protect your information, please:

- keep your Client Portal login credentials private and use a strong password;
- use a private, secure internet connection and device for portal access and telehealth sessions;
- join telehealth sessions from a private location; and
- log out of the Client Portal when finished, especially on shared devices.

Therapist use. The therapist accesses SimplePractice only through secure, password-protected accounts with multi-factor authentication, on devices protected by passwords and encryption. Client information is accessed only as needed for treatment, payment, and health care operations.

5.3 Billing service

The Practice may use a third-party billing service to submit insurance claims, post payments, and manage billing. The billing service may access SimplePractice and related billing information only as needed to perform those services, and it is bound by a Business Associate Agreement.

5.4 Other service providers

We may also use other providers, such as secure email, telephone/voicemail, or cloud storage services, to run the Practice. Any provider that handles PHI must sign a BAA.

6. How We Share Information

We share information only as described in this Privacy Policy and our NPP, including:

- **With service providers and Business Associates** (such as SimplePractice and our billing service) who help us run the Practice;

- **With your health plan or insurer**, as needed to verify benefits and obtain payment;
- **With others you authorize**, such as another provider, family member, or attorney, with your written authorization;
- **As required or permitted by law**, including to prevent a serious and imminent threat to health or safety, to report suspected abuse or neglect, in response to valid court orders, or to comply with licensing-board or regulatory requirements, as described in the NPP;
- **In connection with a business transition**, such as a practice sale, merger, or closure, subject to applicable law and professional record-custody requirements.

We do not sell, rent, or trade your personal information. We do not share personal information with third parties for their own marketing purposes.

7. Mobile SMS Messaging Privacy Policy and Terms

7.1 Information collected

We may collect information, such as name, phone number, and email address.

7.2 Use of information collected

We may use the information we collect to perform the services requested including billing, customer service, appointment reminders, and other administrative requests.

7.3 Sharing of information collected

Mobile information will not be shared with third parties/affiliates for marketing/promotional purposes. This includes text messaging opt-in data and consent.

As a current or prospective customer, you understand that you can text us STOP at any time to opt out of receiving SMS text messages from us. You can text us HELP at any time to receive help. You understand that the messaging frequency may vary. Messaging and data rates may apply. All policies are followed as per CTIA guidelines 5.2.1. At any time if you want your information to be removed, you can contact us via our email address or regular mail.

7.4 Messaging terms and conditions

You agree to receive informational messages (appointment reminders, account notifications, etc.) from Bloom Mental Health, LLC. Message frequency varies. Message and data rates may apply. For help, reply HELP or email us at savannah@bloommentalhealth.info. You can opt out at any time by replying STOP.

7.5 Additional SMS privacy information

- **Consent is optional.** You do not have to agree to text messages to receive services from the Practice. If you opt out, you can still get reminders and communications by email or phone.
- **Limited content.** Text messages are generally not encrypted. To protect your privacy, our automated texts include only limited information, such as appointment date and time. They do not include clinical information.
- **Do not send clinical or emergency information by text.** Please use the secure Client Portal for non-urgent clinical communication. For emergencies, see Section 2.
- **Shared or lost devices.** If others can access your phone, or if you change or lose your phone number, please tell us so we can update your contact preferences.
- **Carriers are not liable** for delayed or undelivered messages.

8. Cookies and Website Analytics

The Website, through Wix, uses cookies and similar technologies that are needed for the Website to work, and it may use analytics cookies to understand how visitors use the Website. These technologies may collect the technical information described in Section 3.2.

- **Managing cookies.** You can control or delete cookies through your browser settings. Disabling certain cookies may affect Website functionality. You can also manage your preferences through the cookie banner on the Website.
- **Analytics and advertising.** We do not use tracking technologies to collect or disclose PHI to third-party analytics or advertising companies.
- **Do Not Track.** Some browsers send "Do Not Track" signals. Because there is no uniform standard for these signals, the Website may not respond to them.

9. Electronic Communications

Email and standard text messaging are convenient but not fully secure. Information sent this way may be intercepted, misdirected, or viewed by others with access to your device or account.

- We recommend using the **SimplePractice Client Portal** for communications involving health information.
- If you choose to communicate with us by unencrypted email or text after being informed of these risks, we may honor that preference as HIPAA permits.
- We use email and text for administrative purposes only, such as scheduling, reminders, and billing. Email and text are not used for therapy.

10. Data Security

We use reasonable administrative, physical, and technical safeguards to protect information, including:

- HIPAA-compliant platforms with encryption of data in transit and at rest;
- secure, password-protected accounts with multi-factor authentication;
- device-level password protection, encryption, and automatic screen locking;
- limiting access to the minimum necessary information; and
- Business Associate Agreements with vendors that handle PHI.

No method of transmission or storage is 100% secure, and we cannot guarantee absolute security.

11. Data Retention

- **Clinical and billing records** are kept for the period required by Alabama law, the rules of the Alabama State Board of Social Work Examiners, applicable insurance contracts, and professional standards. Under Alabama Department of Mental Health standards (such as Rule 580-2-20-.08), recipient and clinical records must be retained for a minimum of 7 years post-termination, or 7 years after the age of majority (age 19 in Alabama) for adolescent clients.

- **Website inquiries from people who do not become clients** are kept only as long as needed to respond and for reasonable administrative purposes, and then deleted.
- **SMS opt-in and opt-out records** are kept as long as needed to document consent and honor your preferences.

12. Your Rights and Choices

12.1 Rights regarding PHI

Under HIPAA, clients have rights regarding their PHI, including the right to:

- inspect and obtain a copy of their records;
- request an amendment;
- request restrictions on certain uses and disclosures, including restricting disclosures to a health plan for services paid in full out of pocket;
- request confidential communications by alternative means or at alternative locations;
- receive an accounting of certain disclosures;
- receive a paper copy of the NPP; and
- be notified of a breach of unsecured PHI.

These rights are explained fully in our NPP.

12.2 Choices regarding website and communications

- **Text messages:** Reply **STOP** to opt out at any time, or **HELP** for help.
- **Email reminders:** Update your preferences in the Client Portal or by contacting us.
- **Removal requests:** You may ask us to delete website inquiry information or contact information by contacting us as described in Section 17. We will honor requests as far as legally allowed. Clinical records cannot be deleted before the end of the required retention period.

12.3 Alabama privacy law

Alabama has enacted the Alabama Personal Data Protection Act, which takes effect May 1, 2027. That Act exempts HIPAA-regulated entities and data, as well as qualifying small businesses that do not sell personal data. Regardless of whether that law applies to the Practice, we do not sell personal data, and we will respond to reasonable privacy requests from Alabama residents.

13. Minors

The Website is not directed to children under 13. We do not knowingly collect personal information online from children under 13.

Therapy services for minors are provided only with the consent required by Alabama law. In most cases, this means the consent of a parent or legal guardian, unless Alabama law allows the minor to consent to mental health services on their own. Access to a minor's records by parents or guardians is governed by Alabama law, HIPAA, and our NPP and informed consent documents.

14. Breach Notification

If a breach of unsecured PHI or sensitive personally identifying information occurs, we will provide notice as required by the HIPAA Breach Notification Rule and the Alabama Data Breach Notification Act of 2018 (Ala. Code § 8-38-1 et seq.).

15. Links to Other Websites

The Website may contain links to other websites, such as crisis resources, insurance carriers, or professional directories. We are not responsible for the privacy practices or content of those sites. Please review their privacy policies.

16. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. The "Last Updated" date at the top shows when it was last revised. Material changes will be posted on the Website. Changes to how we handle PHI will be reflected in an updated NPP as HIPAA requires.

17. Contact Us

If you have questions about this Privacy Policy, want to make a privacy request, or want your information removed, please contact:

Bloom Mental Health, LLC

Attn: Savannah Hurt

217 Country Club Park #525

Mountain Brook, Alabama 35213

Email: savannah@bloommentalhealth.info

Phone: 205-729-8405

Complaints. If you believe your privacy rights have been violated, you may file a complaint with the Practice using the contact information above. You may also file a complaint with the U.S. Department of Health and Human Services, Office for Civil Rights, at hhs.gov/ocr/complaints. **You will not be retaliated against for filing a complaint.**