

# PRIVACY POLICY

This Privacy Policy applies to this website and any other websites, mobile applications, online products and/or services (“the Sites”) owned and/or operated by Animal-Assisted Therapy, LLC dba Unleashed Counseling (“Unleashed Counseling” “we” “us” “our”).

**PLEASE READ THIS PRIVACY POLICY CAREFULLY AND IN ITS ENTIRETY. BY USING THE SITES AND/OR PURCHASING, VIEWING, DOWNLOADING, OR PROVIDING YOUR EMAIL TO RECEIVE A NEWSLETTER, FREE RESOURCE, SOCIAL MEDIA OR BLOG POSTS, COURSES, OR OTHER SERVICES, OR OTHER MATERIALS AVAILABLE ON OR THROUGH THE SITES, YOU AGREE TO THE TERMS OF THIS PRIVACY POLICY.**

Thank you for your interest in Unleashed Counseling. Unleashed Counseling is committed to protecting your Personal Information. It is possible to browse many areas of our Sites without disclosing any Personal Information.

For the purposes of this Privacy Policy “Personal Information” means information that on its own, or used in conjunction with other information is capable of identifying, contacting, or locating a single person, or indentifying an individual in context. Personal Information includes, but is not necessarily limited to, your name, address, email address, telephone number, bank or credit card information, etc.

Certain aspects of our business require the processing of personal data in order to function. If you choose not to provide information that is necessary to provide a product or service, you may not be able to use some of our features, products, or certain areas of our Sites.

This Privacy Policy explains the choices you have about the way your Personal Information is collected and used, including the following:

1. What personally identifiable information is collected from you through the Sites, how it is used and with whom it may be shared;
2. What choices are available to you regarding the use of your information;
3. The security procedures in place to protect the misuse of your information;
4. How you can correct any inaccuracies in your Personal Information.

## **Information Collection, Use, and Sharing**

Unleashed Counseling is the sole owner of all information collected on the Sites. When using the Sites, if you fill out forms, purchase products, or provide comments, you may be asked to provide your name, email address, mailing address, phone number and payment information. We use this information to deliver the products or services requested, to enhance your User experience, and to improve the performance of the Sites.

If you sign up for an email list, contest, download, course, or service from Unleashed Counseling, you will only be added to our email list if you affirmatively consent to receive such messages. You may unsubscribe at any time by clicking “UNSUBSCRIBE” at the bottom of the email.

Unleashed Counseling will NOT sell or rent your Personal Information to any third party. We may share your information for the following reasons:

- To third parties including Hushmail, TheraNest, and Mailchimp to assist us in operating the Sites, conducting our business, or providing services to you, such as shipping an order, sending a newsletter, or processing a payment;
- To third parties, for any corporate reorganization process including, but not limited to, mergers, acquisitions, consolidation, change in control, reorganization or liquidation, and sales of all or substantially all of our assets; and
- To law enforcement, government agencies, and other third parties, for complying with the law, enforcing our website policies, or protecting our or others’ rights, property, or safety.

## **Data Retention**

Unleashed Counseling has no obligation to you to retain your Personal Information. For as long as you choose to remain on our email list, we will retain a minimum amount of personal information including your name, your email address, and your behavior on our website. For all other information, we generally retain information only as long as is necessary and recommended by our clinical boards to fulfill the purpose for which the Personal Information was collected, resolve disputes, or as reasonably determined.

## **Assignment**

In the event that all or part of our assets are sold or acquired by another party, or in the event of a merger, you grant us the right to assign your Personal Information collected via the Sites to the acquiring party.

## **Analytics and Cookies**

This Site collects readily available information about visitors’ usage of the website via Google Analytics (acting as its site traffic gathering agent for this limited purpose). Generally, this may include information about your geographic location, your browsing behaviors while using the Sites, the type of device or software you use, and your IP address. We use this information for statistical purposes, to measure the Sites’ effectiveness, and to improve visitor experience. If you wish to opt out, visit Google Analytics’ privacy center.

We sometimes use an Internet device called a 'cookie' to recognize your browser when you visit our site. A cookie is a small amount of information that a website transfers to your computer's hard drive.

The Sites utilize cookies to better individualize and improve your user experience. You can choose whether to accept or block cookies by changing the settings of your browser. If you block cookies, you may lose some of the features and functionality of the Sites.

## **Your Access to and Control over Information**

You may opt out of any future contacts from us at any time. You can do the following at any time by contacting us via the email address given on our website:

- Learn what Personal Information we have about you, if any;
- Change/correct any Personal Information we have about you;
- Request us to delete any Personal Information we have about you;
- Express any concern you have about our use of your Personal Information.

## **Orders**

To place an order from us, you must provide contact information (such as name and shipping address) and financial information (such as credit card number, expiration date). This information is used for billing purposes and to fill your orders. If we have trouble processing an order, we use this information to contact you. We use an outside shipping company to ship orders, and a credit card processing company to bill users for goods and services. These companies do not retain, share, store, or use personally identifiable information for any secondary purposes beyond filling your order.

## **Links**

The Sites may contain links to other third-party sites. Please be aware that we are not responsible for the content or privacy practices of such third-party sites. We encourage users to be aware when they leave our Sites and to read the privacy policies of any other website that collects personally identifiable information.

## **Blog and Other Public Posting**

Any information you post in a public posting area, such as a comment on a blog post, is available to anyone with Internet access. If you don't want people to know your e-mail address, for example, please don't include it in any comment you post publicly. PLEASE BE EXTREMELY CAREFUL WHEN DISCLOSING ANY INFORMATION IN PUBLIC POSTING AREAS. WE ARE NOT RESPONSIBLE FOR THE USE BY OTHERS OF THE INFORMATION THAT YOU DISCLOSE IN PUBLIC POSTING AREAS.

## **Surveys & Contests**

From time-to-time we may request information via surveys or contests. Participation in these surveys or contests is completely voluntary and you may choose whether or not to participate and therefore disclose your Personal Information. Information requested may include contact information (such as name and shipping address), and demographic information (such as zip code, age level). Any contests or surveys in which you participate are governed by our Terms and Conditions as well as this Privacy Policy. Contact information will be used to notify the winners and award prizes. Survey information will be used for purposes of monitoring or improving the use and satisfaction of this site. If you voluntarily provide your email in response to a survey or contest, you agree to subscribe to newsletters, marketing, or promotional materials we may send. However, you may opt out of receiving any or all of these communications from us by following the unsubscribe link or by emailing [annalisa@unleashedcounseling.com](mailto:annalisa@unleashedcounseling.com).

## **Compliance**

As Unleashed Counseling is headquartered in the United States, we generally adhere to laws in the U.S., but do attempt to follow rules to protect the personal information of all of our visitors. Our intention is to always be in compliance with U.S. and international laws concerning data privacy. This Privacy Policy is intended to comply with the General Data Protection Regulation (GDPR) of the European Union, the Childrens Online Privacy Protection Act (COPPA) and the California Consumer Privacy Act (CCPA), as well as any other privacy regulations which may be applicable.

The Sites are not intended for use by persons under the age of 13. Unleashed Counseling does not knowingly collect information from visitors under the age of 13 and, in fact, we require that you are at least 18 years old to use the Sites. Should we learn that a person under the age of 13 has provided Us with Personal Information, we will immediately delete such Personal Information.

## **Security**

We implement commercially reasonable security measures to protect your information. When you provide Personal Information such as your name, email, or credit card information, we use third-party products and Sites to secure or store your information. Sensitive information (such as credit card data) is encrypted and transmitted in a secure way. You can verify this by looking for a lock icon in the address bar and looking for "https://" at the beginning of the address of the web page. The Personal Information you provide when using the Sites is not stored on our servers or computer systems.

However, due to the open nature of the Internet we cannot guarantee that communication between you and us, and between us and you, will be free from unauthorized access by third parties. No data transmission over the Internet can be guaranteed to be 100% secure. Consequently, we cannot ensure or warrant the security of any information you provide. Any information that you provide is done at your own risk.

If we learn of a data security breach we may attempt to notify you electronically so that you can take appropriate protective steps. By using the Sites or providing Personal Information, you agree to receive electronic communications regarding security, privacy, and administrative issues relating to your use of the Sites. We may also post a notice via the Sites if a security breach occurs.

Depending on where you live, you may have a legal right to receive written notice of a data privacy or security breach. If you have reason to believe that your Personal Information has been compromised through use of our Sites, please notify us by e-mailing [annalisa@unleashedcounseling.com](mailto:annalisa@unleashedcounseling.com)

## **Changes to Privacy Policy**

Your use of the Sites signifies your assent to this Privacy Policy. If you do not agree to the terms, please do not use the Sites. We reserve the right to amend our Privacy Policy at any time to address new issues of privacy and information security and to reflect changes to our Website or business practices by posting such changes on this page. Each version of this Privacy Policy may be identified by its effective date which is located at the bottom of the page. Your continued use of the Sites following the posting of changes to these terms means you accept the changes.

The contact person at Unleashed Counseling for all matters concerning privacy and data protection is:  
Privacy Officer  
[annalisa@unleashedcounseling.com](mailto:annalisa@unleashedcounseling.com)

If you you have concerns or feel that we are not abiding by this Privacy Policy, you should contact us immediately via email to Unleashed Counseling.

Last updated on: 12/10/2023