

THE ARETE CENTER PRIVACY POLICY

Effective Jan 1, 2024

The Arete Center (the “Company”) is committed to maintaining robust privacy protections for its users. Our Privacy Policy (“Privacy Policy”) is designed to help you understand how we collect, use, and safeguard the information you provide and assist you in making informed decisions when using our Service.

For purposes of this Agreement, “Site” refers to the Company’s website, which can be accessed at <https://www.thearetecenter.com>. “Service” refers to the Company’s services accessed via the Site, in which users can learn about our services and providers, access our TherapyNotes Patient Portal, and contact our team via our Contacts form.

The terms “we,” “us,” and “our” refer to the Company. “You” refers to you as a user of our Site or Service. By accessing our Site or our Service, you accept our Privacy Policy and consent to our collection, storage, use, and disclosure of your Personal Information as described in this Privacy Policy.

I. INFORMATION WE COLLECT

We collect “Non-Personal Information” and “Personal Information.” Non-personal Information includes information that cannot be used to identify you personally, such as anonymous usage data, general demographic information we may collect, referring/exit pages and URLs, platform types, preferences you submit, and preferences that are generated based on the data you submit and number of clicks. Personal Information includes your name, email, phone number, services requested, and any information you submit on our inquiry form, which you submit to us through our Contact Us page.

1. Information collected via Technology

You do not need to submit any Personal Information to browse our site or submit further Personal Information. However, to improve the quality of the Service, we track information provided to us by your browser or by our software application when you view or use the Service, such as the website you came from (known as the “referring URL”), the type of browser you use, the device from which you connected to the Service, the time and date of access, and other information that does not personally identify you. We track this information using

cookies or small text files, which include an anonymous unique identifier. Cookies are sent to a user's browser from our servers and are stored on the user's computer hard drive. Sending a cookie to a user's browser enables us to collect Non-Personal information about that user and keep a record of the user's preferences when utilizing our services, both on an individual and aggregate basis. For example, the Company may use cookies to collect the following information:

- Number of visits to unique pages of our website and unique views of different pages.

The Company may use persistent and session cookies; persistent cookies remain on your computer after you close your session until you delete them, while session cookies expire when you close your browser.

2. Information you provide us by registering for an account

In addition to the information provided automatically by your browser when you visit the Site, you may also choose to contact us regarding services with our company via our Contact Us page. You will enter your name, email address, and phone number. By entering this information, you authorize us to collect, store, and use your email address per this Privacy Policy to connect you with services at The Arete Center efficiently and appropriately. You are welcome, but not required, to submit additional information regarding the details of your inquiry, including the services you are seeking, the practitioner you would like to see, and any additional information you choose to submit to help us connect you with the appropriate services. This information from the form submission is sent to our company email, welcome@thearetecenter.com, where it is kept until we contact you, connect you with services, or refer you to another provider. We delete any identifying information of persons who become clients once you have completed your registration with our patient software. Identifying information from anyone who does not become a client is deleted within 30 days. Non-identifying information, such as the date of your inquiry, referral source, reason for inquiry, services requested, and clinician preference, may be used by our firm to improve our intake process, services provided and staffing needs.

3. Children's Privacy

The Site and the Service are not directed to anyone under 13. The Site does not knowingly collect or solicit information from anyone under the age of 13 or allow anyone under the age of 13 to sign up for the Service. If we learn that we have gathered personal information from anyone under the age of 13 without the consent of a parent or guardian, we will delete that information as soon as possible. If you believe we have collected such information, please contact us at welcome@thearetecenter.com.

II. HOW WE USE AND SHARE INFORMATION

Personal Information:

We do not sell, trade, rent, or otherwise share your Personal Information with third parties. Personal Information you provide us is used to help us communicate with you. For example, we use Personal Information to contact users in response to inquiries on our Contact Us form.

We share Personal Information with outside parties if we have a good-faith belief that access, use, preservation, or disclosure of the information is reasonably necessary to meet any applicable legal process or enforceable governmental request; to enforce applicable Terms of Service, including investigation of potential violations; address fraud, security or technical concerns; or to protect against harm to the rights, property, or safety of our users or the public as required or permitted by law.

Non-Personal Information:

In general, we use Non-Personal Information to help us improve the Service and customize the user experience. We also aggregate Non-Personal Information to track trends and analyze use patterns on the Site. This Privacy Policy does not limit our use or disclosure of Non-Personal Information.

III. HOW WE PROTECT INFORMATION

We implement security measures designed to protect your information from unauthorized access. We further protect your information from potential security breaches by implementing certain technological security measures, including encryption and firewalls provided by our web host. However, these measures do not guarantee that your information will not be accessed, disclosed, altered, or destroyed by a breach of such firewalls and secure server software. By using our Service, you acknowledge that you understand and agree to assume these risks.

V. LINKS TO OTHER WEBSITES

As part of the Service, we may provide links to or compatibility with other websites or applications. However, we are not responsible for the privacy practices employed by those websites or the information or content they contain. This Privacy Policy applies solely to information collected by us through the Site and the Service. Therefore, this Privacy Policy does not apply to using a third-party website accessed by selecting a link on our Site or via our Service. To the extent that you access or use the Service through or on another website or application, then the privacy policy of that other website or application will apply to your access or use of that site or application. We encourage our users to read the privacy statements of other websites before proceeding to use them.

VI. CHANGES TO OUR PRIVACY POLICY

The Company reserves the right to change this policy and our Terms of Service at anytime. We will notify you of significant changes to our Privacy Policy by placing a prominent notice on our site. Significant changes will go into effect 30 days following such notification. Non-material changes or clarifications will take effect immediately. You should periodically check the Site and this privacy page for updates.

VII. CONTACT US

If you have any questions regarding this Privacy Policy or the practices of this Site, please contact us by sending an email to welcome@thearetecenter.com.

Last Updated: This Privacy Policy was last updated on January 1, 2024.