

Bayou City Breastfeeding, LLC

# Website Privacy Policy

*Version 2026.1 • Effective 05/04/2026*

This Website Privacy Policy applies to information collected through bayoucitybreastfeeding.com (the “Site”). It describes the limited information the Site collects, how that information is used, and the choices available to visitors.

This policy does not cover protected health information (PHI). PHI collected during care is governed by Bayou City Breastfeeding's Notice of Privacy Practices, which is posted on the Site and provided at intake. If a question or request submitted through the Site relates to becoming a client or to care already received, the information becomes part of Bayou City Breastfeeding's records and is handled under HIPAA and the Notice of Privacy Practices.

## Information collected through the Site

### Server and connection logs

Like most websites, the Site's hosting provider (GoDaddy) automatically records standard technical information when a page is loaded: IP address, browser type and version, operating system, the referring page, and the date and time of the visit. These logs are used to operate the Site, troubleshoot errors, and protect against abuse. They are retained by the hosting provider in accordance with its standard retention period. Bayou City Breastfeeding does not use this information to identify visitors.

### Information submitted through contact forms

Contact forms on the Site are powered by Hushmail, a HIPAA-compliant secure-messaging service. Information submitted through a Hushmail form — including any name, email address, phone number, or message content — is transmitted to Bayou City Breastfeeding through Hushmail's encrypted infrastructure. Bayou City Breastfeeding has a Business Associate Agreement (BAA) with Hushmail.

If a form submission relates to care, it is treated as PHI and handled under the Notice of Privacy Practices. If a submission is a general inquiry not related to care, it is retained for as long as needed to respond and then deleted.

### Appointment booking

The Site does not process appointments directly. Appointment-booking links route to Jane App (“Jane”), Bayou City Breastfeeding's practice-management system. Information entered into Jane is governed by Jane's privacy policy and by Bayou City Breastfeeding's Notice of Privacy Practices. Bayou City Breastfeeding has a Business Associate Agreement with Jane.

## Cookies and tracking

### Tracking that Bayou City Breastfeeding does not use

Bayou City Breastfeeding does not use Google Analytics, Meta (Facebook) Pixel, Google Ads conversion tracking, or any other advertising or analytics tracker on the Site. Bayou City Breastfeeding does not place advertising cookies and does not share Site visitor information with advertising networks.

### **Platform cookies**

GoDaddy, the Site's hosting platform, may set a small number of strictly-necessary technical cookies for security, load balancing, and session management. These cookies do not identify visitors and are not used for advertising. GoDaddy's cookie practices are described in GoDaddy's privacy policy.

### **Third-party embedded content**

Some pages on the Site display content embedded from third-party services, such as map providers, video hosts, social-media share buttons, and reviews or testimonials widgets. When that content loads, the third-party service may set its own cookies and may collect technical information such as IP address. These third parties are not controlled by Bayou City Breastfeeding, and their handling of any information they collect is governed by their own privacy policies. Bayou City Breastfeeding does not receive personally identifying information from these third parties.

### **Browser controls and Do-Not-Track**

Most browsers allow visitors to block, delete, or manage cookies in browser settings. Some browsers send a "Do Not Track" or Global Privacy Control signal. Because Bayou City Breastfeeding does not run advertising or analytics tracking on the Site, these signals do not change what the Site collects.

## **How information is used**

Information collected through the Site is used only to:

- respond to inquiries submitted through Hushmail forms;
- route prospective clients to Jane for appointment scheduling;
- operate, secure, and improve the Site;
- comply with legal obligations.

Bayou City Breastfeeding does not sell information collected through the Site, does not share it for cross-context behavioral advertising, and does not use it for automated profiling that produces legal or similarly-significant effects.

## **Email and marketing communications**

Bayou City Breastfeeding sends marketing emails — such as newsletters, promotional offers, and educational content — only to people who have signed a HIPAA Marketing Authorization or who have separately opted in to receive non-care marketing communications. Anyone may unsubscribe at any time using the link in any marketing email or by contacting Bayou City Breastfeeding.

## **Children's privacy**

The Site is not directed to children under 13, and Bayou City Breastfeeding does not knowingly collect personal information from children under 13 through the Site. Parents and guardians who use the Site

to schedule lactation, chiropractic, or other services for an infant or minor are responsible for the information they provide about that child. Information about an infant or minor that is provided as part of care is handled as PHI under the Notice of Privacy Practices.

## Choices and rights

Regardless of state of residence, you may contact Bayou City Breastfeeding at the address below to:

- ask what information Bayou City Breastfeeding has collected about you through the Site;
- correct inaccurate information;
- ask Bayou City Breastfeeding to delete information collected through the Site, subject to its obligation to retain records required by law (including medical-records retention obligations for PHI);
- unsubscribe from marketing communications.

If you are a Texas resident, the Texas Data Privacy and Security Act may grant additional rights when applicable. Bayou City Breastfeeding will respond to verifiable requests in accordance with applicable law.

## Security

Bayou City Breastfeeding uses commercially-reasonable safeguards to protect information collected through the Site, including encrypted transmission of contact-form submissions through Hushmail and a Business Associate Agreement with each vendor that processes PHI on Bayou City Breastfeeding's behalf. No method of transmission over the internet is fully secure, and Bayou City Breastfeeding cannot guarantee absolute security.

## Links to other websites

The Site contains links to third-party websites, including Jane, Hushmail, social-media platforms, and others. Bayou City Breastfeeding is not responsible for the privacy practices of those websites. Visitors are encouraged to review the privacy policy of any third-party site before submitting information to it.

## Changes to this policy

Bayou City Breastfeeding may update this Website Privacy Policy from time to time. The Effective Date at the top of the policy will be updated when the policy changes. Material changes will be highlighted on the Site for at least 30 days.

## How to contact us

Privacy questions and requests:

Suzanne Juel, IBCLC — Privacy Officer

Bayou City Breastfeeding, LLC

CEO@bayoucitybreastfeeding.com

For questions about protected health information specifically, please refer to the Notice of Privacy Practices, posted on the Site and available on request.