

Website Privacy Policy

This policy describes the limited information our website collects, how that information is used, and the choices available to visitors. Protected health information collected during care is governed by a separate Notice of Privacy Practices.

Scope of this policy

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 (Kinsta) 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

Website analytics (Google Analytics)

The Site uses Google Analytics 4, a web-analytics service provided by Google. Google Analytics uses

cookies and similar technologies to collect aggregated, non-identifying information about how visitors use the Site, such as which pages are viewed, how long visitors stay, the approximate geographic region a visit comes from, the type of device and browser used, and how visitors arrived at the Site. We use this information only to understand how the Site is used and to improve it.

Google Analytics 4 does not record or store full IP addresses. We have not enabled Google's advertising features for analytics (such as Google Signals, remarketing audiences, or demographic reporting), do not use analytics data for advertising, and do not allow Google to use information collected on the Site to personalize advertising. Google processes the information it collects as described in Google's privacy policy. Visitors who prefer not to be measured by Google Analytics on any website can install the Google Analytics Opt-out Browser Add-on (tools.google.com/dlpage/gaoptout).

Google Ads conversion measurement

The Site uses Google Ads conversion tracking to measure the performance of our own advertising. When a visitor arrives from one of our Google ads and then completes an action such as submitting an intake or contact form, a Google advertising cookie allows that action to be counted as a conversion. We use this only to understand which ads are effective. We do not use it to build remarketing or retargeting audiences, and we do not show visitors ads based on their activity across other websites. Visitors can manage or turn off ad personalization through Google Ad Settings (adssettings.google.com).

Advertising tracking that Bayou City Breastfeeding does not use

Apart from the Google Ads conversion measurement described above, Bayou City Breastfeeding does not use advertising trackers on the Site. It does not use the Meta (Facebook) Pixel or any remarketing, retargeting, or cross-site behavioral-advertising tracker, and it does not share Site visitor information with advertising networks for targeted advertising.

Platform cookies

Kinsta, 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. Kinsta's cookie practices are described in Kinsta'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, which will limit or prevent Google Analytics measurement and Google Ads conversion measurement on the Site. The opt-out tools linked above give visitors further control. Some browsers send a "Do Not Track" or Global Privacy Control signal. Because Bayou City Breastfeeding does not sell personal information and does not use the Site for targeted advertising, these signals do not change what the Site shares; visitors can stop analytics and conversion measurement using the controls described above.

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;
- measure how visitors use the Site and how our advertising performs, so we can improve both;
- operate, secure, and improve the Site;
- comply with legal obligations.

Bayou City Breastfeeding does not sell information collected through the Site. It uses Google Analytics and Google Ads conversion measurement only to understand Site usage and the performance of its own advertising, not to build advertising audiences or to show visitors ads based on their activity across other websites, and it does not use Site information 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
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