

Privacy Policy

Effective Date: 5/16/25

In Balance Physiotherapy (“we,” “our,” or “us”) respects your privacy and is committed to protecting your personal information. This Privacy Policy explains how we collect, use, store, and share your information when you use our website or services.

1. Information We Collect

We may collect the following types of information:

a. Personal Information

When you contact us, schedule an appointment, or fill out a form, we may collect:

- Name
- Email address
- Phone number
- Date of birth (if applicable for services)
- Medical or health history (when submitted voluntarily for physical therapy or Pilates intake)

b. Usage Data

We may collect information on how you access and use the website, such as your IP address, browser type, pages visited, and time spent on our site.

c. Cookies

We use cookies and similar technologies to enhance your browsing experience. You can adjust your browser settings to refuse cookies, but some features of the site may not function properly.

2. How We Use Your Information

We use your information to:

- Schedule and manage appointments
 - Communicate with you about your services or inquiries
 - Improve our website and services
 - Maintain records in accordance with applicable laws and healthcare standards
 - Send you marketing emails (only if you've opted in; you may opt out at any time)
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3. How We Share Your Information

We do **not** sell or rent your personal information. We may share your data with:

- Service providers who help us operate our website and manage bookings
- Healthcare professionals within our practice for the purpose of providing care
- Law enforcement or regulatory authorities, if required by law

All third parties are required to maintain the confidentiality of your information.

4. Data Security

We take reasonable precautions to protect your data using physical, electronic, and managerial safeguards. However, no method of transmission over the Internet is 100% secure.

5. Your Rights

Depending on your location, you may have rights including:

- Accessing or updating your personal data
- Requesting deletion of your data
- Opting out of marketing communications

To make a request, contact us at elizabeth@in-balance-pt.com.

6. Third-Party Links

Our website may contain links to third-party websites. We are not responsible for their content or privacy practices.

7. Children's Privacy

Our services are not intended for individuals under the age of 18 without parental consent. We do not knowingly collect personal information from children.

8. Changes to This Policy

We may update this Privacy Policy occasionally. Updates will be posted here with a revised effective date.

Contact Us

If you have any questions or concerns about this policy, please contact us:

In Balance Physiotherapy

elizabeth@in-balance-pt.com

716-445-9827

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