

Website Privacy Policy & HIPAA Notice Summary

Effective Date: January 17, 2026

Last Updated: January 17, 2026

Progress Counseling Group (“PCG,” “we,” “us,” or “our”) is committed to protecting the privacy and security of your personal and health information. This Privacy Policy explains how we collect, use, disclose, and safeguard information obtained through our websites, communications, and services.

This Privacy Policy applies to:

- progresscounselinggroup.com
- hellopcg.com
- Any affiliated PCG websites, forms, or digital communications

Important: This Privacy Policy supplements—but does not replace—our **HIPAA Notice of Privacy Practices**, which governs how we use and disclose Protected Health Information (“PHI”).

1. Our Role as a Healthcare Provider

Progress Counseling Group is a **HIPAA Covered Entity** under the Health Insurance Portability and Accountability Act of 1996 (“HIPAA”).

We provide outpatient mental health services and collect information necessary to deliver clinical care, operate our practice, and communicate with clients, referral sources, and payers.

2. Information We Collect

A. Personal Information

We may collect personal information you voluntarily provide, including:

- Name
- Phone number
- Email address
- Mailing address

- Appointment and communication preferences

B. Health & Mental Health Information (PHI)

When you become a client or inquire about services, we may collect **Protected Health Information**, including:

- Mental health history
- Treatment information
- Appointment records
- Insurance and billing information

PHI is handled in accordance with HIPAA and applicable state laws.

C. Website & Technical Information

When you visit our website, we may automatically collect:

- IP address
- Browser type
- Device information
- Pages visited and time spent
- Cookies and analytics data

This information is used for website performance, security, and improvement.

3. How We Use Information

We use information for the following purposes:

- To provide mental health services
- To schedule appointments and send reminders
- To communicate regarding care, billing, or administrative matters
- To respond to inquiries
- To operate and improve our website and services
- To comply with legal, regulatory, and ethical obligations

4. HIPAA Notice of Privacy Practices (Summary)

Under HIPAA, you have rights regarding your PHI, including the right to:

- Access and obtain copies of your records
- Request corrections
- Request restrictions on certain uses or disclosures
- Receive an accounting of disclosures
- Receive confidential communications
- File a complaint without retaliation

PCG may use and disclose PHI without authorization for:

- Treatment
- Payment
- Healthcare operations
- As required by law

A full **HIPAA Notice of Privacy Practices** is available:

- On request
- At our offices
- [Optional: via website link]

5. Text Messaging, Phone, and Electronic Communications (TCPA Compliant)

A. Consent to Receive Text Messages

PCG collects **verbal opt-in consent** when clients provide a phone number in person or over the phone.

Disclosure provided at opt-in includes:

- Message purpose (appointment reminders, account notifications)
- Message frequency varies

- Message and data rates may apply
- Consent is not a condition of purchase
- Reply **STOP** to unsubscribe, **HELP** for assistance

B. Transactional vs. Marketing Messages

- **Transactional messages** (appointments, care coordination, billing) may continue as permitted by law.
- **Marketing or promotional messages** are sent only when explicitly permitted and may be opted out at any time.

We do **not** sell or share mobile opt-in data for marketing purposes.

6. Information Sharing & Business Associates

We do **not** sell your personal or health information.

We may share information as permitted by law with:

- Insurance carriers and clearinghouses
- Healthcare providers involved in your care
- Regulatory or legal authorities as required

HIPAA Business Associates

We use third-party service providers that support our operations. These vendors are contractually bound by **HIPAA-compliant Business Associate Agreements (BAAs)**, including but not limited to:

- **TheraPlatform** – Electronic Health Records, scheduling, billing, and client portal
- **Twilio** – Secure SMS and voice communications
- **LeadConnector** – Client communications, intake workflows, and CRM functions

These vendors may access information **only as necessary** to perform services on our behalf and are required to safeguard PHI.

7. Data Security

PCG implements **administrative, physical, and technical safeguards** to protect information, including:

- Encryption of data in transit where applicable
- Role-based access controls
- Secure servers and systems
- Workforce training on privacy and security
- Incident response and breach notification procedures

Despite safeguards, no system can be guaranteed 100% secure.

8. Website Forms & PHI Warning

Website forms are **not intended for the submission of sensitive clinical information**. Please do not submit detailed health or mental health information through unsecured website forms.

Clients are encouraged to use the secure client portal for clinical communications.

9. Cookies & Analytics

Our website may use cookies and analytics tools to:

- Improve functionality
- Understand website usage
- Enhance user experience

You may adjust cookie preferences through your browser settings.

10. State Privacy Rights (Florida & North Carolina)

Depending on your state of residence, you may have additional rights, including:

- Requesting access to personal information
- Requesting correction or deletion
- Limiting certain uses or disclosures

Requests may be submitted using the contact information below. Identity verification may be required.

11. Children's Privacy

Our services are intended for individuals seeking mental health services. We do not knowingly collect information from children under 13 through our website without appropriate authorization.

12. Changes to This Policy

We may update this Privacy Policy periodically. Updates will be posted on our website with a revised effective date.

13. Contact Information & Privacy Officer

If you have questions about this Privacy Policy, your privacy rights, or wish to file a complaint, contact:

Progress Counseling Group

Email: info@hellopcg.com

Phone: (407) 734-3338

You may also file a complaint with the U.S. Department of Health and Human Services Office for Civil Rights.