

Privacy Policy

Alchemy of Healing · alchemyofhealing.co · Effective Date: May 30, 2026

1. Overview

Catherine Hartshorn, Ph.D., LCSW, LMFT, doing business as Alchemy of Healing ("we," "us," or "our"), operates the website alchemyofhealing.co. This Privacy Policy explains what personal information we collect, how we use it, and your rights as a visitor — including rights available to California residents under the California Online Privacy Protection Act (CalOPPA) and the California Consumer Privacy Act (CCPA).

By using this website you agree to the practices described in this policy. If you do not agree, please do not use the site.

2. Information We Collect

We collect information in two ways:

Contact Form. When you submit the contact form on this website, we collect your name, email address, phone number, and the content of your message. This information is submitted voluntarily and is used solely to respond to your inquiry.

Automatically Collected Data. When you visit the site, we automatically receive certain technical information, including your IP address, browser type, device type, pages visited, and time spent on the site. This data is collected through Google Analytics 4 (GA4) and is used in aggregate form to understand how visitors use the site.

3. How We Use Your Information

We use the information we collect to:

- Respond to inquiries submitted through the contact form
- Schedule and communicate about therapy services
- Understand how visitors interact with the website in order to improve it
- Comply with applicable legal and professional obligations

We do not use your information for automated decision-making or profiling.

4. Cookies and Analytics

This website uses Google Analytics 4 (GA4), a web analytics service provided by Google LLC. GA4 uses cookies — small text files stored on your device — to collect anonymized usage data. This data helps us understand visitor behavior and improve the site.

GA4 data is processed by Google in accordance with their Privacy Policy (policies.google.com/privacy). We have configured GA4 to collect data in a privacy-protective manner and do not use GA4 to collect personally identifiable information.

You may opt out of Google Analytics tracking by installing the Google Analytics Opt-Out Browser Add-on, available at tools.google.com/dlpage/gaoptout.

Most browsers allow you to refuse or delete cookies through their settings. Doing so may affect the functionality of some websites.

5. How We Share Your Information

We do not sell, rent, or trade your personal information to third parties. We do not share your information for marketing purposes.

We may share your information only in the following limited circumstances:

- **Service providers:** We use third-party services (Google Analytics, Webflow) that may process your data on our behalf and in accordance with their own privacy policies. These providers are contractually prohibited from using your data for any purpose other than providing services to us.
- **Legal requirements:** We may disclose information if required to do so by law or in response to a valid legal process, or to protect the rights, property, or safety of our clients, ourselves, or others.
- **Professional obligations:** As a licensed mental health professional, Catherine Hartshorn is subject to mandatory reporting laws and professional ethics standards that may require disclosure in limited circumstances.

6. Your California Privacy Rights

If you are a California resident, you have the following rights under CalOPPA and the CCPA:

- **Right to Know:** You may request information about the categories and specific pieces of personal information we have collected about you.
- **Right to Delete:** You may request that we delete personal information we have collected from you, subject to certain exceptions.
- **Right to Opt Out of Sale:** We do not sell personal information. No opt-out is required.
- **Right to Non-Discrimination:** We will not discriminate against you for exercising any of your privacy rights.

To exercise any of these rights, please contact us using the information in Section 9 below. We will respond to verifiable requests within 45 days as required by law.

7. Data Retention

We retain contact form submissions for as long as necessary to respond to your inquiry and maintain records consistent with our professional obligations. Analytics data collected through GA4 is retained in accordance with Google's data retention settings, which we have configured to the minimum available period.

8. Third-Party Links

This website may contain links to third-party websites. We are not responsible for the privacy practices of those sites and encourage you to review their privacy policies before providing any personal information.

9. Children's Privacy

This website is not directed to children under the age of 13. We do not knowingly collect personal information from children under 13. If you believe we have inadvertently collected such information, please contact us immediately.

10. Changes to This Policy

We may update this Privacy Policy from time to time. When we do, we will revise the Effective Date at the top of this page. We encourage you to review this policy periodically. Your continued use of the website after any changes constitutes your acceptance of the updated policy.

11. Contact Us

If you have questions about this Privacy Policy or wish to exercise your privacy rights, please contact:

Catherine Hartshorn, Ph.D., LCSW, LMFT

Alchemy of Healing

alchemyofhealing.co

catherine@alchemyofhealing.co