

WEBSITE PRIVACY POLICY

Tranquility Behavioral Health LLC & TMS Center

The Tranquility Way™ | Life-Aligned Psychiatry™

Effective Date: January 1, 2026

Tranquility Behavioral Health LLC & TMS Center ("Tranquility Behavioral Health," "we," "us," or "our") respects your privacy. This Website Privacy Policy explains how we collect, use, disclose, and protect information when you visit **www.tranquilitybhc.com** or use website features that link to this policy.

This Website Privacy Policy applies to information collected through our public website. It is separate from our **HIPAA Notice of Privacy Practices**, which explains how we may use and disclose protected health information ("PHI") and describes patient rights under HIPAA and other applicable health-privacy laws. If information is PHI, our HIPAA Notice of Privacy Practices and applicable law control.

Information We May Collect

Information You Provide

We may collect information that you voluntarily provide through the website or through links available on the website, such as:

- Name, email address, telephone number, and mailing address;
- Information included in an inquiry, service request, or communication;
- Appointment-request or scheduling information;
- Payment or transaction-related information; and
- Any other information you choose to provide.

Please do not submit detailed medical information, medication questions, refill requests, urgent concerns, or other sensitive clinical information through an ordinary website form or standard email. Current patients should use **Tranquility Connect™** or the **Life-Aligned Patient Portal powered by Updox** for secure clinical communication.

Information Collected Automatically

When you visit our website, we and our website-service providers may automatically collect limited technical and usage information, including:

- Internet Protocol (IP) address;
- Browser and device type;
- Operating system;
- Pages viewed and links selected;
- Date, time, and duration of a visit;
- Referring website or source; and

- Cookie, analytics, and similar technology information.

How We Use Information

We may use information collected through the website to:

- Respond to questions and service inquiries;
- Help visitors request information or connect with appropriate practice resources;
- Operate, maintain, secure, and improve the website;
- Understand general website use and performance;
- Process transactions or direct users to third-party payment or financing services;
- Prevent fraud, misuse, or security incidents;
- Comply with legal, regulatory, licensing, and recordkeeping obligations; and
- Protect the rights, safety, and property of our patients, visitors, workforce, and practice.

We do not sell PHI or personal information. We do not use PHI for targeted advertising.

Cookies and Analytics

Our website is hosted through Wix and may use essential cookies and similar technologies needed for website operation, security, accessibility, preferences, and performance. We also use **Google Analytics** to understand general website traffic and how visitors interact with our pages.

Depending on your browser and location, you may be able to manage nonessential cookies through the website's cookie controls or your browser settings. Disabling cookies may affect some website functions. Google provides an analytics opt-out tool at

<https://tools.google.com/dlpage/gaoptout/>.

A cookie banner or acceptance of this Website Privacy Policy is not a HIPAA authorization. We do not rely on a cookie banner or this policy as permission to disclose PHI. Tracking technologies should not be used to collect information entered into secure patient communications or clinical forms unless their use complies with HIPAA and other applicable law.

When Information May Be Shared

We may disclose website information only as reasonably necessary for the purposes described in this policy, including to:

- Website hosting, analytics, security, communications, scheduling, payment, and other service providers working on our behalf;
- Health care providers, health plans, laboratories, or other parties when permitted or required by law and appropriate for treatment, payment, or health care operations;
- Government agencies, regulators, courts, law enforcement, or other parties when disclosure is required or permitted by law;
- Professional advisers, such as attorneys, accountants, auditors, and insurers; or

- A successor entity in connection with a lawful merger, acquisition, reorganization, or transfer of practice assets, subject to applicable privacy requirements.

When a service provider creates, receives, maintains, or transmits PHI on our behalf, we require appropriate privacy protections, including a Business Associate Agreement when HIPAA requires one.

External Services and Links

Our website may link to services or websites operated by other organizations, including the Updox patient portal and secure messaging services, CareCredit, Afterpay, payment processors, assessment or laboratory services, and social-media platforms. These organizations operate under their own privacy policies and security practices. We encourage you to review those policies before providing information directly to them.

Children and Adolescents

Our practice may provide services to children and adolescents when clinically appropriate. However, the public website is intended for use by adults and by parents or legal guardians acting for minors. We do not knowingly collect personal information directly through general website features from a child under 13 without appropriate parental or legal-guardian involvement. A parent or legal guardian should submit service inquiries for a minor. Clinical information concerning minors is handled in accordance with applicable federal and Texas law.

Information Security

We use reasonable administrative, technical, and physical safeguards designed to protect information within our control. However, no website, email, internet transmission, or electronic storage method can be guaranteed to be completely secure. For sensitive clinical communication, use the secure channels designated by the practice.

Information Retention

We retain website information only for as long as reasonably necessary for the purposes described in this policy, to comply with legal and regulatory obligations, to resolve disputes, and to enforce agreements. Medical and billing records may be subject to separate retention requirements and may not be eligible for deletion when applicable law requires continued retention.

Your Choices and Requests

You may contact us to request access to, correction of, or deletion of personal information collected through the public website. We will respond as required by applicable law. Certain requests may be limited by identity-verification requirements, medical-record retention rules, legal obligations, or other lawful exceptions.

Requests concerning PHI or medical records are handled under our HIPAA Notice of Privacy Practices and applicable federal and Texas law. Current patients should use Tranquility

Connect™ or the Life-Aligned Patient Portal for requests involving medical records or clinical information.

You may unsubscribe from nonclinical promotional emails by using the unsubscribe instructions included in the message. Service-related, appointment-related, safety-related, or legally required communications may still be sent when permitted by law.

Do Not Track Signals

Some browsers transmit "Do Not Track" signals. Because there is no uniform industry standard for responding to these signals, our website may not respond to them. You may use available browser settings, cookie controls, and the Google Analytics opt-out tool to manage certain tracking preferences.

Emergency and Clinical Communications

This website is not monitored continuously and is not intended for emergencies or crisis communication. Do not use the website, standard email, or social media to request emergency assistance. Call **911**, go to the nearest emergency room, or call or text **988** for the Suicide & Crisis Lifeline.

Using this public website does not establish a provider-patient relationship. A provider-patient relationship is established only through the practice's formal intake and clinical-care process.

Changes to This Policy

We may update this Website Privacy Policy to reflect changes in our services, technology, legal obligations, or privacy practices. The revised policy will be posted on this website with a new effective date.

Contact Us

Privacy Officer

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