**Privacy Policy**

**1. Introduction**
At Little Steps Behavior Therapy PLLC (“we,” “our,” or “us”), we take your privacy seriously. This policy explains what information we collect, how we use it, and how you can control it.

**2. Information We Collect**

* **Personal Information:** When you fill out our contact or appointment forms, we collect only what’s necessary—your name, email address, phone number, and any clinical details you choose to share. All clinical information you provide is treated as Protected Health Information (PHI) under HIPAA.
* **Cookies & Tracking:** We use only strictly necessary cookies to keep the site functioning (for example, to remember your “cookie consent”). We do **not** store any personal health information, nor do we deploy analytics or advertising cookies without your explicit opt-in.

**3. How We Use Your Information**

* **To Provide Services:** We use your PHI to schedule appointments, conduct assessments, and deliver ABA therapy.
* **To Communicate:** We may email or call you about appointments, billing questions, or updates to our services. You can opt out of non-essential messages at any time.
* **For Security & Compliance:** We maintain audit logs and secure server configurations to comply with HIPAA and protect your data.

**4. Data Sharing & Disclosure**
We will never sell, rent, or share your personal information with third parties for marketing. We may share PHI only with:

* **Your Insurer:** For billing and authorization purposes, with your permission.
* **Business Associates:** E.g., our secure email service or cloud-storage provider, each bound by a Business Associate Agreement to handle PHI safely.
* **Legal Requirements:** If required by law (e.g., a court order), but only after we’ve sought to limit disclosure whenever possible.

**5. Data Retention & Security**
We retain your records only as long as required by law and professional guidelines. We use industry-standard technical safeguards (encryption in transit, access controls, regular risk assessments) to keep your information secure.

**6. Your Rights**
Under HIPAA and Texas privacy regulations, you have the right to:

* **Access or obtain copies** of your PHI.
* **Request corrections** to any errors in your records.
* **Receive an accounting** of certain disclosures we’ve made.
* **Restrict communications** or billing disclosures to insurance (where applicable).

To exercise any of these rights, please contact us at:
Little Steps Behavior Therapy PLLC
1234 Therapy Lane, Suite 100
Dallas, TX 75001
Phone: (555) 123-4567
Email: privacy@littlestepsbehaviortherapy.com

**7. Updates to This Policy**
We may update this policy from time to time. The “Last Updated” date at the top will reflect the most recent revision. We encourage you to check back periodically.