Privacy Policy

Effective Date: October 1, 2026

Truly Well Family Care (“Practice,” “we,” “us,” or “our”) respects your privacy and is committed to protecting the personal information you provide when using our website, TrulyWellFamilyCare(the “Website”).

This Privacy Policy explains what information we may collect through the Website, how we use and protect that information, and the choices available to you.

Information We Collect

We may collect information that you voluntarily provide to us through the Website, including when you:

- Complete a contact form;
- Request information about our practice or services;
- Request a Meet & Greet or other introductory appointment;
- Sign up to receive emails, newsletters, or other communications; or
- Otherwise communicate with us through the Website.

Depending on the form or service you use, this information may include your name, email address, telephone number, and other information you choose to provide.

Please do not submit sensitive medical information, medical records, or detailed information about your health through general website contact forms unless specifically instructed to do so through a secure method provided by the Practice.

Information Collected Automatically

When you visit our Website, certain information may be collected automatically through cookies and similar technologies. This may include information such as:

- Internet Protocol (IP) address;
- Browser and device type;
- Operating system;
- Pages viewed and links clicked;
- Referring website;
- Approximate geographic location based on IP address; and
- Date, time, and duration of visits.

We may use website analytics services, including Google Analytics and analytics tools provided by our website hosting or development platforms, to help us understand how visitors use the Website and improve its functionality.

These services may use cookies or similar technologies to collect information about Website activity. The information collected by third-party services is also subject to the privacy practices of those providers.

How We Use Information

We may use information collected through the Website to:

- Respond to questions and requests;
- Provide information about our practice, membership options, and services;
- Coordinate requested Meet & Greets or other introductory communications;
- Send newsletters or other communications when you have requested or agreed to receive them;
- Operate, maintain, and improve the Website;
- Understand Website usage and performance;
- Protect the security and integrity of the Website;
- Comply with applicable legal requirements; and
- Carry out other purposes disclosed to you at the time information is collected.

We do not sell personal information collected through the Website for monetary compensation.

Email and Marketing Communications

If you sign up to receive newsletters or other marketing communications from us, we may use your contact information to send those communications.

You may unsubscribe from marketing emails at any time by using the unsubscribe link provided in the email or by contacting us at **info@trulywell.health**.

Unsubscribing from marketing communications will not prevent us from sending communications that are necessary to respond to a request you have made or otherwise provide services to you.

Website Forms and Third-Party Service Providers

We may use third-party service providers to operate portions of our Website and process information submitted through Website forms. These providers may include website hosting platforms, form-processing services, customer relationship management platforms, analytics providers, and other technology vendors.

These service providers may process information on our behalf as necessary to provide their services to us.

Links to Scheduling, Enrollment, and Other Third-Party Services

Our Website may contain links to third-party websites or platforms used for services such as membership enrollment, appointment scheduling, patient communication, payment, or patient portal access.

When you follow a link to a third-party website or platform, information you provide through that service is governed by the privacy practices and terms applicable to that service.

We encourage you to review the privacy policies of third-party services before providing personal information.

Cookies and Similar Technologies

Our Website and the third-party services used to operate it may use cookies and similar technologies. Cookies are small data files stored on your device that can help websites function, remember preferences, measure Website usage, and improve the user experience.

Your browser may allow you to block, delete, or receive notifications about cookies. Disabling certain cookies may affect the functionality of portions of the Website.

Where required by applicable law, we will provide additional choices regarding the use of cookies or similar technologies.

Information Security

We use reasonable administrative, technical, and organizational measures designed to protect personal information collected through the Website.

However, no website, electronic transmission, or electronic storage system can be guaranteed to be completely secure. You should use caution when submitting information online and should not use general Website forms to transmit sensitive medical information.

Health Information and HIPAA

Information submitted through a general Website contact form is not intended to be used for the transmission of medical records or detailed health information.

Where the Practice is subject to the Health Insurance Portability and Accountability Act ("HIPAA"), certain health information received or maintained by the Practice may be protected health information ("PHI") and will be handled in accordance with applicable law and the Practice's Notice of Privacy Practices.

If applicable, you may review our **Notice of Privacy Practices** here: NPP

This Website Privacy Policy is separate from the Practice's Notice of Privacy Practices and is intended primarily to describe information collected through our public-facing Website.

Children's Privacy

Our Website is intended to provide information about the Practice and its services. We do not knowingly collect personal information directly from children through the Website without authorization from a parent or legal guardian where such authorization is required by law.

If you believe a child has submitted personal information to us improperly through the Website, please contact us using the information below.

Your Privacy Choices and Rights

Depending on where you live and applicable law, you may have certain rights regarding your personal information.

These rights may include the ability to request access to, correction of, or deletion of certain personal information or to exercise other choices regarding how your information is processed.

To submit a privacy-related request, contact us at **info@trulywell.health** . We may need to verify your identity before completing certain requests.

Nothing in this section limits rights you may have regarding medical records or protected health information under HIPAA or other applicable health privacy laws.

Changes to This Privacy Policy

We may update this Privacy Policy periodically to reflect changes in our practices, technology, legal requirements, or other factors.

When we make changes, we will update the Effective Date shown at the top of this Privacy Policy. We encourage you to review this policy periodically.

Contact Us

If you have questions about this Privacy Policy or our privacy practices, please contact:

Truly Well Family Care
38 N Jefferson St Wickenburg, AZ 85390
928-668-6083
info@trulywell.health

If you are contacting us regarding a privacy matter, please do not include sensitive medical information in an unsecured email.