

Privacy Policy

Effective Date: August 19, 2026

Hummingbird Birth + Life Doula (“we,” “us,” or “our”) is committed to protecting the privacy and security of visitors and clients who use our website and services. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit hummingbirdbirthing.com (the “Site”) or work with us as a client.

1. Information We Collect

We may collect personal information from you in the following ways:

- When you complete contact or intake forms on our Site.
- When you schedule consultations or services through our booking system.
- When you sign up for newsletters, classes, or events.
- When you communicate with us by phone, email, text message, or social media.

Information we may collect includes:

Personal identification information: name, address, email address, phone number, and other contact details.

Service-related information: pregnancy, birth, postpartum, or wellness information you voluntarily share so we can provide doula and support services. We treat this information as sensitive and confidential.

Payment information: billing details processed through third-party payment processors (we do not store full payment card details on our Site).

Usage data: IP address, browser type, pages visited, time and date of visits, and other analytics or cookie data used to improve our Site and services.

2. How We Use Your Information

We may use the information we collect to:

- Provide doula, postpartum, and related support services and manage your bookings.
- Communicate with you about appointments, service updates, and client care.
- Process payments and send invoices, including documentation for FSA/HSA reimbursement submissions.
- Respond to inquiries, questions, or requests.
- Send optional newsletters, educational content, or promotional messages (you may opt out at any time).
- Improve our Site, services, and client experience through analytics and feedback.

3. Legal Basis and Consent

We process your information in order to fulfill our service agreements with you, comply with legal obligations, and pursue our legitimate interest in operating and improving our business. Where required by law, we will obtain your consent before using your information for marketing or optional communications, and you may withdraw that consent at any time.

4. Sharing Your Information

We do not sell or rent your personal information to third parties. We may share your information only in the following circumstances:

- With trusted third-party service providers who assist us in delivering services (for example, scheduling tools, payment processors, email service providers), under agreements that require them to protect your data.
- When coordinating care with other providers at your request and with your consent.

- As required by law, court order, or government request.
- As necessary to protect the safety, rights, or property of you, us, or others.

5. Confidentiality and Client Privacy

We are committed to maintaining the confidentiality of information you share with us in the course of doula and support services. We will not disclose your personal or health-related information without your permission, except where disclosure is required by law (for example, mandated reporting or serious safety concerns).

6. Communications, Social Media, and Photos

We may communicate with you by phone, text message, email, or secure online platforms, according to your preferences. We will not share identifiable photos, videos, birth stories, or testimonials on our website or social media without your explicit written consent. You may withdraw or modify your consent for sharing at any time by contacting us.

7. Cookies and Analytics

Our Site may use cookies and similar technologies to:

- Remember your preferences and improve your experience.
- Analyze how visitors use the Site and identify trends.

You can adjust your browser settings to refuse cookies or to alert you when cookies are being used. If you disable cookies, some features of the Site may not function properly.

8. Data Security

We take reasonable technical and organizational measures to protect your personal information from unauthorized access, disclosure, alteration, or destruction. This may include password-protected devices, secure platforms, and limited access to client records.

9. Data Retention

We retain your personal information only for as long as necessary to:

- Provide you with services and maintain accurate business records.
- Comply with legal, tax, and regulatory requirements.
- Support or defend potential legal claims.

When information is no longer needed, we will securely delete or anonymize it.

10. Children's Privacy

Our Site and services are not directed to children under 13 years of age, and we do not knowingly collect personal information from children. If we become aware that information from a child has been collected, we will delete it as soon as reasonably possible.

11. Your Rights and Choices

Depending on your location, you may have rights to:

- Access the personal information we hold about you.
- Request corrections to inaccurate information.
- Request deletion of your information, subject to legal retention requirements.
- Object to or restrict certain processing.
- Opt out of marketing communications.

To exercise these rights, please contact us using the details below.

12. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated “Effective Date.” Your continued use of the Site after changes are posted will signify your acceptance of the revised policy.

13. Contact Us

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

Hummingbird Birth + Life Doula

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