



Balanced Body and Wellness, PLLC Privacy Policy

Effective Date: April 14, 2026

1. Who We Are

Balanced Body and Wellness, PLLC (“we,” “our,” or “us”) is a direct-pay health and wellness clinic focused on metabolic health, hormone optimization, and root-cause care.

This Privacy Policy explains how we collect, use, and protect your information when you interact with our website, lab testing funnels, and services.

2. Information We Collect

When you engage with our Lab Test Funnel, website, or services, we may collect:

Personal Information

- Name
- Email address
- Phone number
- Date of birth
- Payment information (processed securely through third-party platforms)

Health-Related Information

- Symptoms and health concerns
- Lab results
- Medical history you voluntarily provide

Technical Information

- IP address
 - Browser type
 - Device information
 - Website usage data (via cookies or tracking tools)
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3. How We Use Your Information

We use your information to:

- Process lab orders and deliver results
 - Communicate with you about your testing, results, and care options
 - Provide clinical recommendations and services
 - Improve our programs, funnels, and user experience
 - Send educational content, updates, and offers (you can opt out anytime)
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4. HIPAA & Health Information

As a healthcare provider, we take your health information seriously.

Your protected health information (PHI) is handled in accordance with applicable privacy laws, including the **Health Insurance Portability and Accountability Act (HIPAA)** when applicable.

However, **not all interactions through our website or funnels are considered HIPAA-covered environments**. Sensitive health information should be shared through our secure patient portal (Healthie) whenever possible.

5. Third-Party Platforms

We use secure third-party systems to operate our services, including:

- Electronic Medical Records (EMR) platforms (e.g., Healthie)
- Payment processors
- Email and SMS communication platforms

- Funnel and marketing systems (e.g., Go High Level)

These platforms have their own privacy and security policies.

6. Cookies & Tracking

Our website may use cookies and tracking tools to:

- Improve user experience
- Understand how visitors interact with our content
- Optimize marketing and educational outreach

You can disable cookies through your browser settings if you prefer.

7. Data Protection

We implement reasonable administrative, technical, and physical safeguards to protect your information.

That said, no online system is 100% secure. By using our services, you acknowledge this risk.

8. Your Rights

You have the right to:

- Request access to your personal data
- Request corrections to your information
- Opt out of marketing communications at any time
- Request deletion of your data where applicable

To make a request, contact us at:

scharlotte@scharlottespencer.com

9. No Insurance Billing

Balanced Body and Wellness, PLLC is a direct-pay practice and does not bill insurance.

Your information will not be submitted to insurance companies unless explicitly requested by you.

10. Children's Privacy

Our services are intended for adults. We do not knowingly collect information from individuals under 18 years of age.

11. Changes to This Policy

We may update this Privacy Policy from time to time.

Any changes will be posted on this page with an updated effective date.

12. Contact Us

If you have any questions about this Privacy Policy, contact us:

Balanced Body & Wellness™, PLLC

2530 Old Louetta Loop Suite 110, Spring, Texas 77388

scharlotte@scharlottespencer.com

Phone# 346-443-1622