

Privacy Policy

& Notice of Privacy Practices

Effective Date: July 10, 2026 **Last Updated:** July 10, 2026

This Privacy Policy describes how Integrity Counseling & Wellness, LLC (“we,” “us,” or “our”) collects, uses, protects, and discloses your information — including protected health information and information related to text (SMS/MMS) messaging.

Business	Integrity Counseling & Wellness, LLC
Address	1901 Gadsden Street, Suite C, Columbia, SC 29201
Phone	(803) 250-6456
Email	info@integritycounselingsc.com
Website	https://integritycounselingsc.com

1. Introduction

Integrity Counseling & Wellness, LLC is a mental health counseling practice located in Columbia, South Carolina. We are committed to protecting the privacy and security of your personal and protected health information (“PHI”). This Policy explains our privacy practices for information collected in person, through our website, and through electronic communications, and it incorporates our Notice of Privacy Practices as required by the Health Insurance Portability and Accountability Act of 1996 (“HIPAA”) and applicable state law.

It also describes how we handle information related to our text-messaging program in accordance with mobile carrier and industry (“10DLC”) requirements. Please read this Policy carefully. By using our services, website, or text-messaging program, you acknowledge the practices described here.

2. HIPAA Notice of Privacy Practices

THIS NOTICE DESCRIBES HOW MEDICAL INFORMATION ABOUT YOU MAY BE USED AND DISCLOSED AND HOW YOU CAN GET ACCESS TO THIS INFORMATION. PLEASE REVIEW IT CAREFULLY.

2.1 How We May Use and Disclose Your Health Information

We may use and disclose your protected health information, without your written authorization, for the following purposes:

- **Treatment.** To provide, coordinate, and manage your care and related services, including consulting with or referring you to other health care providers.
- **Payment.** To bill and collect payment for the services we provide, including verifying insurance coverage and eligibility and obtaining prior authorizations.
- **Health Care Operations.** To support business activities such as quality assessment, staff training, licensing, scheduling, and administrative functions.

- **Appointment Reminders & Communications.** To contact you with appointment reminders, scheduling updates, billing notifications, and account or care-related information (including by phone, email, or text message as described in Section 4).

2.2 Uses and Disclosures That Require Your Authorization

Most uses and disclosures of psychotherapy notes, uses for marketing purposes, and disclosures that constitute a sale of PHI require your written authorization. Other uses and disclosures not described in this Notice will be made only with your written authorization, which you may revoke in writing at any time.

2.3 Other Permitted or Required Disclosures

We may use or disclose your health information without authorization when required or permitted by law, including: as required by law; for public health and safety activities; to report suspected abuse, neglect, or domestic violence; for health oversight activities; for judicial and administrative proceedings; for law enforcement purposes; to avert a serious threat to health or safety; for workers' compensation; and to coroners, medical examiners, or funeral directors.

2.4 Your Health Information Rights

You have the following rights regarding your protected health information:

- **Right to Inspect and Copy** your health and billing records used to make decisions about your care.
- **Right to Request an Amendment** of information you believe is incorrect or incomplete.
- **Right to an Accounting of Disclosures** of your PHI made by us in certain circumstances.
- **Right to Request Restrictions** on certain uses and disclosures of your information.
- **Right to Request Confidential Communications** by alternative means or at an alternative location.
- **Right to a Paper Copy** of this Notice upon request, even if you agreed to receive it electronically.
- **Right to Be Notified** of a breach of your unsecured protected health information.

2.5 Our Responsibilities

We are required by law to maintain the privacy and security of your protected health information, to provide you with this Notice of our legal duties and privacy practices, to notify you following a breach of unsecured PHI, and to abide by the terms of the Notice currently in effect.

3. Website & General Information Privacy

3.1 Information We Collect

- **Information you provide** through contact forms, appointment requests, intake documents, and communications (such as your name, email address, phone number, and message content).
- **Automatically collected information** such as IP address, browser type, device information, and usage data collected through cookies and similar technologies.

3.2 How We Use Information

We use the information we collect to respond to inquiries, schedule and manage appointments, provide and improve our services, process payments, maintain security, and comply with legal obligations.

3.3 Cookies

Our website may use cookies and similar technologies to operate the site and understand how it is used. You can control cookies through your browser settings; disabling them may affect certain site features.

4. SMS/MMS Text Messaging Program

This section describes our text-messaging (SMS/MMS) program and is provided in compliance with mobile carrier and messaging-industry (“10DLC”) requirements.

4.1 Program Description & Types of Messages

When you provide your mobile number and opt in, Integrity Counseling & Wellness, LLC may send you text messages, including:

- Appointment reminders and confirmations
- Scheduling updates and changes
- Billing and payment notifications
- Account and administrative notifications
- Limited care-related communications

4.2 Consent & Opt-In

We send text messages only to individuals who have opted in to receive them. You may opt in by providing your mobile number and agreeing to receive text messages — for example, on an intake form, appointment request, or web form. **Consent to receive text messages is not a condition of receiving treatment or any of our services.**

4.3 Message Frequency

Message frequency varies based on your interactions with us and your appointment activity.

4.4 Message & Data Rates

Message and data rates may apply, depending on your mobile carrier and plan. Integrity Counseling & Wellness, LLC is not responsible for any charges imposed by your wireless carrier.

4.5 Opt-Out and Help

- **To opt out:** Reply **STOP** at any time to stop receiving text messages. After you send STOP, we will send a one-time confirmation and will not send any further messages unless you opt in again.
- **For help:** Reply **HELP** for assistance, or contact us using the information in Section 8.

4.6 Supported Carriers

Supported carriers may include major U.S. wireless providers. Carriers are not liable for delayed or undelivered messages.

5. Mobile Information Privacy

The following clause governs how we handle mobile opt-in information and is required for text-messaging (10DLC) privacy compliance:

No mobile information will be shared with third parties or affiliates for marketing or promotional purposes. Text messaging originator opt-in data and consent will not be shared with any third parties or affiliates except as required to provide the messaging services (for example, with the messaging service provider that helps us deliver the messages) or as otherwise required by law.

6. How We Share Information

We do not sell your personal information. We may share information only as follows:

- **Service providers** (such as our electronic health record, payment processor, and messaging provider) who perform services on our behalf and are contractually obligated to protect your information.
- **Legal and safety purposes** when required by law or to protect the rights, safety, and property of our clients, staff, or others.
- **With your consent** or at your direction.

As stated in Section 5, mobile opt-in and consent data is **never** shared with third parties or affiliates for marketing or promotional purposes.

7. Data Security & Retention

We maintain physical, administrative, and technical safeguards designed to protect your information against unauthorized access, use, or disclosure. However, no method of transmission or storage is completely secure. We retain information for as long as necessary to provide our services and to comply with our legal, regulatory, and professional obligations.

8. Children's Privacy

Our website and text-messaging program are not directed to children under 13, and we do not knowingly collect personal information from children under 13 through those channels. Services provided to minors are handled in accordance with applicable law and with appropriate parental or guardian consent.

9. Changes to This Policy

We reserve the right to change this Privacy Policy and our Notice of Privacy Practices at any time and to make the revised terms effective for all information we maintain. The current version will be posted on our website with an updated “Effective Date,” and a paper copy is available upon request.

10. Contact Information

If you have questions about this Policy, wish to exercise your privacy rights, or want to file a complaint, please contact us:

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You may also file a complaint with the U.S. Department of Health and Human Services, Office for Civil Rights. We will not retaliate against you for filing a complaint.