SOMA
PHYSICAL THERAPY & HEALING ARTS

# Privacy Policy

Effective Date: November 11, 2026

## Our Commitment to Your Privacy

At SOMA Physical Therapy & Healing Arts, we value your privacy, confidentiality, and trust. This policy describes information collected when you visit our website, request appointments, or communicate about our pelvic floor physical therapy, post-cosmetic surgery lymphatic recovery, in-home concierge, and virtual care services.

## Information We Collect

Depending on how you interact with SOMA, we may collect:

- Name, telephone number, email address, and appointment inquiries
- Information you choose to share when contacting us
- Scheduling, billing, and transaction information
- Technical information collected through website functions and cookies

## How We Use Information

We use information to respond to inquiries, coordinate appointments, communicate about requested services, process payments, maintain business records, and comply with legal obligations. We do not sell patient medical information.

## Website, Scheduling, and Patient Records

Our website uses Wix. SpryPT supports scheduling, clinical documentation, and practice management. Information submitted to external scheduling services may be subject to those services' privacy notices. Protected health information is governed by our separate HIPAA Notice of Privacy Practices.

## Payment Processing

Stripe may process electronic payments. We seek to limit health-related information shared with payment processors to what is necessary for payment and billing.

## WhatsApp Business and Electronic Communications

SOMA may use WhatsApp Business, telephone, or electronic messages for general inquiries and coordination. Standard messaging channels may not provide all safeguards appropriate for sensitive medical information. Please use our designated secure patient channels for clinical details and medical records.

## Safeguards and Retention

We use reasonable administrative, technical, and physical safeguards appropriate to the information collected. We retain information as required by applicable healthcare, financial, and legal obligations. No electronic system guarantees absolute security.

## Cookies and Analytics

Our Wix website may use cookies or similar technologies for website functionality. Any optional analytics or advertising tools must be assessed and configured to meet applicable privacy requirements. Specific cookie practices and available choices should be disclosed based on the live site configuration.

## Your Privacy Rights

Depending on applicable law and the information involved, you may request access to or correction of information and exercise rights explained in our HIPAA Notice of Privacy Practices.

## Changes to This Policy

We may update this policy to reflect changes in services, technology, or law. Changes will be posted with an updated effective date.

## Contact Us

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