**Privacy Policy**

**Effective Date:** 7/2/25

**Keystone Wellness and Weight Loss Center** ("we", "our", or "us") is committed to protecting the privacy and confidentiality of your personal and health information. This Privacy Policy describes how we collect, use, disclose, and safeguard your information when you visit our website <https://keystonewellnessandweightloss.com> or use our services, including online consultations, assessments, and wellness programs.

**1. Information We Collect**

We may collect the following categories of information:

**A. Personal Information**

* Name
* Email address
* Phone number
* Date of birth
* Mailing address
* Payment and billing details (e.g., credit card information)

**B. Health Information**

As a wellness and weight loss center, we collect health-related information that may include:

* Medical history
* Weight and body metrics (e.g., BMI)
* Lifestyle and nutrition details
* Medications or supplements
* Other information disclosed during consultations

*This information may be considered “Protected Health Information” (PHI) under HIPAA.*

**C. Website Usage Information**

When you visit our website, we may automatically collect:

* IP address
* Browser type
* Device type
* Pages visited
* Cookies and usage tracking data

**2. How We Use Your Information**

We use your information to:

* Provide and manage wellness and weight loss services
* Conduct health assessments and track progress
* Schedule and manage appointments (in person or online)
* Communicate with you via email, phone, or SMS
* Process payments and billing
* Improve our website and user experience
* Comply with legal and regulatory requirements (e.g., HIPAA)

**3. How We Protect Your Information**

We implement appropriate physical, administrative, and technical safeguards to protect your personal and health information from unauthorized access, use, or disclosure. These measures include:

* Secure payment processing
* HIPAA-compliant data handling
* Limited access to sensitive information
* Encrypted data transmission where applicable

**4. Sharing Your Information**

We **do not sell, rent, or share your personal or health information** with third parties for marketing purposes. Your information may be disclosed only:

* To authorized staff and providers involved in your care
* If required by law, subpoena, or government request
* To process payments via secure third-party processors (e.g., Stripe or Square)
* In the event of a merger or acquisition, in accordance with privacy laws

**5. Your Rights**

You have the right to:

* Access or request a copy of your personal or health information
* Request corrections to inaccurate or incomplete information
* Request deletion of your data (where applicable)
* Opt out of marketing communications at any time

To exercise these rights, contact us at:
 Keystonewellnessandweightloss.com
610-340-4569

**6. Cookies and Website Tracking**

We may use cookies and other tracking technologies on our website to:

* Improve site functionality and performance
* Analyze traffic and user behavior
* Remember your preferences

You can manage cookie settings through your browser.

**7. Children’s Privacy**

Our services are not intended for individuals under the age of 18. We do not knowingly collect personal data from children.

**8. Changes to This Privacy Policy**

We may update this Privacy Policy from time to time. The updated version will be posted on our website with the revised “Effective Date.”

**9. Contact Us**

If you have any questions about this Privacy Policy or how we handle your data, please contact us at:

**Keystone Wellness and Weight Loss Center**
11 Fairlane Rd, Reading, Pa 9606

610-340-4569
🌐 <https://keystonewellnessandweightloss.com>