

Website Privacy Policy

Last Updated April 8, 2026

1. Purpose and Scope.

Welcome to Bloom Well LLC d/b/a Bloom Well Family Wellness ("Company," "we," "us," or "our"). This Privacy Policy ("Policy") outlines how we collect, use, share, and protect your personal information when you visit our website <https://www.bloomwellchiro.com> and any related subpages (the "Website").

This Policy applies when you:

- Visit or browse our Website.
- Engage with any features such as chat, user submissions, or electronic messaging on our Website.
- Opt into email newsletters or marketing communications.
- Purchase services via our Website.
- Interact with our ads or marketing content on third-party websites or platforms.

This Policy does not cover data collected offline or via third-party websites or platforms, including affiliates or service providers.

By accessing or using our Website, you agree to the practices described in this Policy. If you do not agree with this Policy, please do not use our Website.

2. Age Requirements.

We do not knowingly collect or solicit personal information from anyone under the age of 16. If you are under 16, please do not submit any personal information to us. If we learn that we have inadvertently collected personal information from someone under 16, we will promptly delete it.

If you believe we have collected such information, please contact us at dremery@bloomwellchiro.com

3. Legal Bases for Processing.

We process your personal information only when we have a valid legal basis to do so. Depending on the circumstances, we rely on one or more of the following:

- Legitimate Interests. Processing that is necessary for our legitimate business interests (such as improving our Website, marketing our services, or preventing fraud), provided those interests are not overridden by your rights.

- Consent. Where you have given us clear, affirmative consent to process your data for a specific purpose, such as subscribing to a newsletter or opting into marketing communications. You may withdraw consent at any time.
- Legal Obligation. Processing that is necessary for us to comply with applicable laws, regulations, or legal processes.

4. Information We Collect.

We collect various types of personal information from you, which may include:

- Personal Identifiers i.e. Name, email address

This data is collected directly from you when you provide it (e.g., during registration)

5. Sensitive Personal Information.

This website does not collect sensitive personal information.

We do not collect personal health information (PHI), medical or intake information, credit card information, or appointment scheduling data through this website.

For more information about how we use and disclose Protected Health Information, a separate document titled "Notice of Patient Privacy Practices" is located on our website under the HIPAA Compliance link. This document is separate from this website Privacy Policy and only applies to patients of the clinic.

If you are a California resident, you have the right to limit our use and disclosure of your sensitive personal information. To exercise this right, please see Section 10 (Consumer Rights) below.

6. Sources of Information.

Your personal information may be collected from the following sources, including, but not limited to:

- Directly from you when you voluntarily fill out forms.
- Third Parties:
 - Social Media Platforms. If you connect or log in using your social media accounts (e.g., Facebook, Google, LinkedIn), or if you interact with our content on social media, those platforms may share your data with us.
 - Email Marketing Platforms. We collect data through email marketing providers (e.g., Flodesk) when you subscribe to our newsletter or download digital products created by us.

7. Cookies and Tracking Technologies.

This website uses essential cookies only, which are necessary for basic website functionality and performance such as security and page optimization. We do not use advertising cookies, behavioral tracking cookies, or third-party marketing pixels. Because only essential cookies are used, a cookie consent banner is not required under U.S. law.

We may use website analytics that do not use cookies and do not track user data across websites. These analytics are used solely to understand general website traffic trends and improve website performance.

8. How We Use Your Information.

Your personal information may be used for the following purposes:

- To comply with legal obligations and protect our legal rights. We may use your data to comply with applicable laws, regulations, and respond to lawful requests, or to enforce our Terms and Conditions and other agreements.
- To prevent fraud and protect transaction security. We use your data to detect and prevent fraudulent transactions, verify identities, and protect the security of our Website.
- To generate testimonials or case studies for marketing purposes. If you have shared feedback or testimonials with us, we may use that information (with your consent) to create case studies, testimonials, or other promotional materials.

9. Data Sharing, Sale, and Sharing.

We are committed to being transparent about how your personal information is shared or disclosed. Your personal data may be shared with the following parties for the purposes outlined below:

- **Service Providers.** We may share your information with trusted third-party service providers who assist in the operation of our business, including:
 - Your name and email address may be shared with third-party digital product delivery providers.
 - **Email Marketing and Automation Tools.** Services like Flodesk to help us manage email communications and deliver newsletters.
 - **Hosting and IT Support.** Web hosting services or IT vendors responsible for maintaining our Website and ensuring its security.
 - **Fraud Prevention and Identity Verification Services.** Third-party services like Akismet Anti-Spam and Jetpack that help us verify customer identities and detect fraud.
 - **Reviews and User-Generated Content Platforms.** Services such as Business Reviews Bundle or similar platforms that collect and display reviews on our behalf.
- **Legal Authorities.** We may disclose your personal information when required to do so by law, regulation, or legal process, including:
 - In response to a court order, subpoena, or other governmental request.

- To protect our legal rights, privacy, safety, or property, or that of our employees, customers, or others.
- Corporate Transactions. In the event of a merger, acquisition, restructuring, or sale of our assets, your personal information may be transferred to a third party as part of the transaction. In such cases, we will notify you of any significant changes regarding the handling of your personal information.
- Non-Personally Identifiable Information. We may share aggregated or de-identified data that cannot reasonably be used to identify you. This type of information may be shared freely with third parties for analytics, research, or marketing purposes.
- Consent-Based Sharing. In any other situation where we need to share your personal information, we will do so only with your explicit consent.

Sale and Sharing of Personal Information

We do not sell your personal information to third parties for direct financial compensation.

How to Opt Out of Sale, Sharing, and Targeted Advertising

You may opt out of email communications and manage your data sharing preferences through any of the following methods:

- Opt out of marketing communications via the unsubscribe link in any of our emails.
- Contact us directly at dremery@bloomwellchiro.com to opt out of specific types of data sharing.

Please note that once your data is shared with a third-party service provider or partner, their privacy practices and policies will apply. We encourage you to review the privacy policies of any third-party websites or services you engage with.

International Data Transfers

If you are located outside the United States, your personal data may be transferred to and processed in the United States or other countries where our third-party service providers operate. We take steps to ensure such transfers comply with applicable data protection laws, such as the GDPR, by implementing standard contractual clauses or similar legal mechanisms.

Consumer Rights.

You have certain rights regarding your personal data under applicable privacy laws. The specific rights available to you depend on your jurisdiction.

Rights Available to All Users

- Right to Access. Request access to the personal data we hold about you.
- Right to Correction. Request correction of inaccurate or incomplete data.

- Right to Deletion. Request the deletion of your personal data (subject to legal exceptions).
- Right to Opt-Out. Opt out of the sale or sharing of your data or targeted advertising. See Section 9 for available opt-out methods.
- Right to Data Portability. Request transfer of your data to another provider in a commonly used format.

Additional Rights for California Residents (CCPA/CPRA)

- Right to Know. Request that we disclose the categories and specific pieces of personal information we have collected about you, the categories of sources, the business purposes for collection, and the categories of third parties with whom we share your data.
- Right to Limit Use of Sensitive Personal Information. Direct us to limit the use and disclosure of your sensitive personal information to purposes necessary to provide the services you request.
- Right to Non-Discrimination. We will not discriminate against you for exercising any of your privacy rights.
- Right to Opt Out of Sale and Sharing. Opt out of both the sale of your personal information and the sharing of your personal information for cross-context behavioral advertising.

Additional Rights for EU/UK Residents (GDPR/UK GDPR)

- Right to Restrict Processing. Request that we restrict the processing of your personal data in certain circumstances (e.g., while we verify the accuracy of your data).
- Right to Object. Object to the processing of your personal data based on legitimate interests or for direct marketing purposes.
- Right to Withdraw Consent. Where processing is based on consent, withdraw your consent at any time without affecting the lawfulness of processing conducted before withdrawal.
- Right to Lodge a Complaint. File a complaint with your local data protection supervisory authority.

How to Exercise Your Rights

To exercise any of these rights, please contact us at dremery@bloomwellchiro.com or use the contact methods listed in Section 15 (Contact Us) below. We will respond to verifiable requests within the timeframes required by applicable law (generally 45 days for CCPA/CPRA requests and 30 days for GDPR requests, with extensions permitted where necessary).

We may need to verify your identity before processing your request. If you use an authorized agent to submit a request on your behalf, we may require proof of authorization.

Right to Appeal

If we decline to take action on your request, you have the right to appeal our decision. To submit an appeal, contact us at dremery@bloomwellchiro.com with the subject line "Privacy Rights Appeal." We will respond to appeals within the timeframe required by applicable law. If your appeal is denied, you may contact your state attorney general or applicable data protection authority.

10. Do Not Track and Global Privacy Control (GPC).

Our Website honors Global Privacy Control (GPC) signals. When we detect a GPC signal from your browser, we will treat it as a valid opt-out request for the sale and sharing of personal information associated with that browser, as required by applicable law.

With respect to Do Not Track (DNT) browser signals, there is currently no industry-wide standard for how websites should respond to DNT signals. We will update this Policy if a uniform standard is adopted.

For more details on GPC, visit <https://globalprivacycontrol.org>.

11. Data Retention.

We retain your personal information only for as long as necessary to fulfill the purposes for which it was collected. The following general retention guidelines apply:

- Legal and compliance records: Retained for 7 years as required by applicable law.
- Name and email address: retained until you unsubscribe or request deletion of your data by contacting us.

After the applicable retention period, we will securely delete or anonymize your personal data unless retention is required by law. You can request deletion of your data by contacting us, except in cases where retention is required by law.

12. Data Security.

We implement appropriate technical and organizational security measures to protect your data from unauthorized access, loss, or misuse, including encryption, access controls, and secure data storage. However, no method of transmission over the internet or electronic storage is completely secure, and we cannot guarantee the absolute security of your data.

You are responsible for keeping your account credentials secure. We are not liable for any unauthorized access resulting from your failure to safeguard your login information.

13. Changes to This Policy.

We may update this Privacy Policy periodically to reflect changes in our practices or legal obligations. The "Last Updated" date at the top of this page reflects the latest version. If material changes are made, we will notify you via email or post a notice on our Website.

Your continued use of the Website following such changes indicates your acceptance of the updated Policy.

14. Contact Us.

If you have any questions, concerns, or would like to exercise your privacy rights, you can reach us using the following contact methods:

- Email: dremery@bloomwellchiro.com
- Mail: Bloom Well LLC d/b/a Bloom Well Family Wellness
1339 E Republic Rd, STE D
Springfield, MO 65804