



1600 W Chandler Blvd Ste 120 Chandler, AZ 85224

Phone: 480-923-2223

Email: admin@beautifulauthenticity.com

EFFECTIVE DATE OF THIS NOTICE This notice went into effect on October 21, 2026

WEBSITE PRIVACY POLICY

About this policy

Beautiful Authenticity Wellness & Clinical Services ("Practice," "we," or "us") respects your privacy. This policy describes how information is handled when you visit beautifulauthenticity.com, subscribe to The Insight Journal, or use links to our scheduling and client portal services. Our separate Notice of Privacy Practices describes privacy rights and practices concerning clinical protected health information (PHI).

Information collected through Wix

Our website is hosted on Wix. Wix and its enabled services may process technical data such as IP address, device and browser details, referring pages, pages visited, and website interactions for functionality, security, and analytics. The information visitors voluntarily submit directly to us through Wix is an email address when subscribing to The Insight Journal. We do not use a Wix form to collect therapy inquiries or clinical intake information.

The Insight Journal subscriptions

When you subscribe, your email address may be stored in Wix Contacts and used to send the blog updates or communications described at sign-up. You may unsubscribe using the link in an email or by contacting us. Subscribing does not establish a therapist-client relationship, and current therapy clients are not automatically subscribed. Please do not send sensitive clinical information through blog subscription features.

SimplePractice: confidential inquiries, scheduling, and client portal

Our website links to SimplePractice, a HIPAA-compliant electronic health record (EHR) and practice-management platform, for confidential contact inquiries, complimentary phone consultation requests, scheduling, intake documents, and client portal access. SimplePractice states that its platform uses encryption and other security safeguards and is HITRUST certified. Information you enter into SimplePractice is handled through that platform and, where applicable, under our clinical Notice of Privacy Practices and related legal protections. Wix blog subscriptions are separate from SimplePractice clinical records. No electronic system can guarantee absolute security.

How website information is used

We use website and subscription information to operate and secure the site, deliver requested blog updates, maintain subscriber preferences, evaluate website performance, respond to privacy requests, and comply with legal obligations. We do not use blog subscription records as clinical intake records.

Analytics, cookies, and search performance

We use Wix Analytics to understand website visits and engagement, and Google Search Console to monitor search visibility and performance. Google Search Console does not, by itself, mean Google Analytics or advertising pixels are installed. Wix and enabled features may use essential, functional, preference, and analytics cookies or similar technologies. You can manage, block, or delete cookies through your browser settings. Please note that disabling certain cookies may affect how this website functions. We currently do not use connected third-party advertising integrations or share personal information for cross-context behavioral advertising.

Service providers, blog management, and external links

We use Wix for website hosting, analytics, and blog subscriptions and SimplePractice for clinical practice-management functions. An authorized third-party content manager reviews and publishes The Insight Journal articles through Wix and may view blog subscriber email addresses. We limit access according to business needs and confidentiality expectations. We do not sell personal information. Links to external sites and social media are governed by those services' own practices; public comments or interactions on social media are not confidential clinical communications.

Security and retention

We take reasonable steps to protect website and subscriber information and use providers that maintain their own safeguards. No internet transmission or system is completely secure. We retain website and subscription information for as long as reasonably necessary for the purposes described, subject to applicable legal obligations. Clinical record retention is addressed separately under applicable healthcare requirements.

Your choices and requests

You may unsubscribe from blog communications and contact us to request access to, correction of, or deletion of website subscription information, subject to applicable law and exceptions. You may manage some tracking technologies through browser or site settings. We will review requests according to applicable requirements.

Children's privacy

The Insight Journal email subscription is not intended for children under the age of 13, and we do not knowingly collect personal information from children under 13 through this subscription. If we become aware that a child under 13 has subscribed, we will remove their information in accordance with applicable law. Parents or guardians who believe their child has submitted personal information may contact us using the information provided below.

Educational resources and professional boundaries

Articles in The Insight Journal, social media posts, videos, and downloadable resources provide general educational information. They do not establish a therapist–client relationship and are not substitutes for individualized psychotherapy, diagnosis, or treatment. Our clinical approach may incorporate integrative mental health and whole-person strategies within professional licensure, competence, and training. General information about nutrition, sleep, movement, stress regulation, supplements, or lifestyle is not individualized medical advice or nutritional treatment; consult a qualified healthcare professional before changing medications, supplements, or medical care. This statement describes educational content and does not limit clinically appropriate psychotherapy services.

Clinical privacy

Our separate Notice of Privacy Practices describes the use and disclosure of clinical PHI and client rights under applicable health privacy laws. Please use the secure

SimplePractice options provided on this website for therapy inquiries, forms, and portal communications rather than public blog comments or social media.

Updates and contact

We may revise this policy as website practices, technology, or law change. The effective date identifies the current version.

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