Beautiful Authenticity
WELLNESS & CLINICAL SERVICES
1600 W Chandler Blvd Ste 120 Chandler, AZ 85224
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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, 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. We do not use a Wix form to collect therapy inquiries or clinical intake information.

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. No electronic system can guarantee absolute security.

How website information is used

We use website information to operate and secure the site, evaluate website performance, respond to privacy requests, and comply with legal obligations.

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 SimplePractice for clinical practice-management functions. 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.

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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