



# Privacy Policy

**Effective Date:** January 1, 2026

**Business Name:** Eternal Renewal Counseling, LLC (ERC)

**Website:** <https://www.eternalrenewallc.com>

Eternal Renewal Counseling, LLC (“ERC,” “we,” “us,” or “our”) respects your privacy and is committed to protecting the personal information of individuals who visit our website, request services, communicate with our practice, or participate in our programs.

This Privacy Policy explains how ERC collects, uses, protects, and manages personal information, including information provided through our website, appointment requests, client communications, email communications, and SMS/text messaging programs.

By submitting information through ERC’s website, completing forms, requesting services, or opting into communications, you acknowledge the practices described in this Privacy Policy.

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## Information We Collect

ERC may collect information you voluntarily provide, including:

- Name
- Phone number
- Email address
- Contact information
- Appointment and scheduling information
- Communication preferences
- Information submitted through website forms
- Client intake information
- Information necessary to provide requested services

ERC may also collect limited technical information, including:

- IP address



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- Browser type
  - Device information
  - Website usage information
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## How We Use Your Information

ERC uses collected information to:

- Respond to inquiries and requests
- Schedule and manage appointments
- Provide counseling, wellness, and integrative services
- Send requested information
- Provide appointment reminders and service-related updates
- Communicate with clients and prospective clients
- Improve our services and website experience
- Maintain records and comply with applicable requirements

ERC does not sell personal information.

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## SMS/Text Messaging Consent and Privacy

ERC offers SMS/text messaging as a communication option for clients and individuals who request information.

Individuals may opt into SMS communications through ERC's website forms, appointment requests, inquiry forms, newsletter forms, or other approved communication methods.

By providing a phone number and selecting consent to receive text messages, individuals agree to receive SMS/text messages from ERC regarding requested services and practice-related communications.

SMS messages may include:

- Appointment reminders
- Scheduling updates



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- Requested information
- Service-related notifications
- Communication regarding ERC services

Message frequency may vary depending on your interactions with ERC and communication needs.

Message and data rates may apply depending on your mobile carrier and phone plan.

Consent to receive SMS messages is not a condition of receiving counseling or other ERC services.

You may opt out of SMS communications at any time by replying:

## **STOP**

After opting out, you will no longer receive SMS messages unless you provide new consent.

For assistance, reply:

## **HELP**

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### **SMS Consent Disclosure**

Before providing SMS consent, individuals are informed:

“You agree to receive text messages from Eternal Renewal Counseling regarding appointments, scheduling, requested information, and practice-related communications. Message frequency varies. Message and data rates may apply. Reply STOP to unsubscribe or HELP for assistance. Consent is not a condition of receiving services.”

Individuals may withdraw SMS consent at any time.

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### **Mobile Information and Messaging Data Sharing**

**ERC does not sell, rent, share, or disclose mobile information, SMS consent information, or text messaging opt-in data to third parties or affiliates for marketing or promotional purposes.**



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Mobile information collected for SMS communications is used solely for communication between ERC and the individual who provided consent.

ERC does not provide SMS consent records or phone numbers to third parties for advertising, promotional campaigns, or unrelated marketing purposes.

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## Sharing of Information

ERC may share information only when necessary to:

- Provide requested services
- Support business operations through trusted service providers
- Maintain scheduling, communication, and administrative systems
- Comply with legal obligations
- Protect safety, rights, or property

Third-party providers supporting ERC operations are expected to maintain appropriate safeguards for information entrusted to them.

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## Email Communications

Individuals may subscribe to ERC email communications by voluntarily providing their email address through website forms or other approved communication methods.

Email communications may include:

- Practice updates
- Educational resources
- Newsletters
- Requested information
- Service-related communications

Recipients may unsubscribe from email communications at any time by using the unsubscribe option included in emails.



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## **Offline Consent and Client Intake**

Individuals who provide contact information offline, including through client intake paperwork, registration forms, or direct communication with ERC, are provided access to this Privacy Policy as part of the intake process.

Communication preferences, including SMS and email consent, are reviewed during onboarding.

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## **Cookies and Website Analytics**

ERC may use cookies or similar technologies to improve website functionality, analyze website use, and enhance user experience.

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## **Data Security**

ERC uses reasonable administrative, technical, and organizational safeguards designed to protect personal information.

No electronic transmission or storage method is guaranteed to be completely secure.

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## **Third-Party Websites**

ERC's website may contain links to third-party websites. ERC is not responsible for the privacy practices or content of external websites.

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## **Changes to This Privacy Policy**



# Privacy Policy

ERC may update this Privacy Policy periodically. Updates will be posted with a revised effective date.

## **Contact Information**

For questions regarding this Privacy Policy or your information, contact:

**Eternal Renewal Counseling, LLC**

Website: <https://www.eternalrenewal.com>

Email: [info@eternalrenewal.com](mailto:info@eternalrenewal.com)

By submitting information through ERC's website or opting into communications, you acknowledge that you have read and understand this Privacy Policy.