# Parlance Therapy Privacy Policy

Effective date: November 1, 2026

This policy explains how Parlance Therapy, LLC ("Parlance", "we", "us") collects, uses, and shares personal information. It covers our website at parlancetherapy.com and our applications, ParlaDraft, ParlaGoal, and ParlaTrace (the "Services").

It applies to two groups of people:

- **Visitors and account holders.** People who visit our website or create an account, usually clinicians. Sections 2 to 12 cover you.
- **Clients of clinicians.** The children and adults whose therapy is documented in the Services. Section 1 covers them.

## 1. Information about clinicians' clients

Clinicians use the Services to write and review documentation about the people they serve. That information may include a client's name, goals, and progress.

**We process it on behalf of the clinician or their organization.** They decide why it's collected and how it's used. We use it only to provide the Services, for our own administration and legal obligations as our agreements allow, and to create de-identified information. Depending on the setting, we act as a business associate under HIPAA, a school official under FERPA, or a service provider or processor under state privacy laws.

**How it is protected.** For health information, our Business Associate Agreement with the clinician or their organization governs how we use and protect it. It is stored only in the United States, by the service providers listed at parlancetherapy.com/subprocessors. We never do any of the following with client information:

- sell it
- use it for marketing or advertising
- send it to our analytics or marketing tools
- use it to profile anyone

We disclose it to another Parlance customer only when the organization that holds the record directs us in writing, for example to transfer a client's case to a new provider.

We may create de-identified information from it, as HIPAA allows. De-identified information can't be linked back to any person.

**If you are a client, or a client's parent or guardian:** the clinician or organization that provides your services holds your official record. Please send requests to see, correct, or delete your information to them. If you contact us, we'll pass your request to them.

## 2. Information we collect about you

**Account information.** Your first and last name, your email address, and a password. Passwords are stored only in hashed form by our authentication provider. We record which versions of our Terms of Service and Business Associate Agreement you accepted, and when, and whether you agreed to receive marketing email. The marketing email box is ticked by

default. Untick it to opt out. We share account details, including your name and email, with our email providers so we can send you service messages.

**Optional information.** If you tell us, we record how you heard about us, and the period you are a clinical fellow.

**Student information.** If you sign up for student pricing, your account email must be a school email, and we record your expected graduation date. We use them to apply student pricing and to end it when you graduate. Our payment provider receives your graduation date. Our email and analytics providers receive your student status and graduation date.

**Billing information.** Our payment processor, Stripe, collects your name, email, and payment details. We keep information about your plan, including a customer identifier and when a trial or subscription ended. We never see or store full card numbers.

**Organizations.** If you are a member of an organization, we record your role in it and the cases you work on.

**Messages you send us.** When you use our contact form, we collect your name, email, subject, and message, and deliver them to our support inbox. Requesting a resource, such as a white paper, adds your email to our mailing list. If you answer a survey, we collect your answers, including any contact details you give. Please don't include client information in messages or forms.

**Usage and device information.** When you use our website and the Services, we automatically collect information such as:

- the pages you view
- the features you use
- clicks
- error events
- browser and device type
- IP address
- approximate location derived from your IP address

We may record sessions on our website and account pages to understand how they are used. Recordings may include what you type on non-clinical pages, except passwords. We never record sessions in the clinical tools, and never send what they display to our analytics tools.

**Referral information.** If you arrive through a partner's referral link, we place a cookie that remembers the partner for 30 days. If you then sign up, we record which partner referred you.

**Ad-click information.** When you sign up, we keep information about your browser, including advertising identifiers and your IP address, until you confirm your account, or for up to 8 days if you don't.

**Email delivery information.** For emails we send, our email providers record whether each message was delivered and whether it was opened or its links were clicked.

## 3. How we use your information

We use your information to do the following:

- provide, maintain, and secure the Services
- create and manage your account
- process your subscription and payments
- respond to your messages and requests
- send you service messages, such as account confirmation, password resets, billing notices, deletion notices, and changes to our terms
- send you news and offers about Parlance, which you can unsubscribe from at any time
- understand how the Services are used, and fix and improve them
- measure how well our advertising works
- pay commissions to referral partners
- comply with the law and enforce our terms

## 4. How we share your information

**We do not sell your personal information for money.**

We share personal information only in these situations:

**Service providers.** Companies that operate parts of the Services for us, under contracts that limit how they can use the information:

- Convex (storage and processing of clinical information)
- Supabase (sign-in and account database)
- Vercel (website hosting, file storage, and web analytics)
- Stripe (payments)
- Postmark (service email)
- Loops (marketing email and deletion notices)
- PostHog (product analytics and error reports)
- Ably (real-time delivery of billing and email events)
- Google Workspace (email)

**Advertising measurement.** We use the Meta Pixel, the Google Ads tag, and the Reddit Pixel on our public pages, our sign-up and sign-in pages, and the page confirming your email. They receive information such as the pages you visit there and whether you signed up. When you sign up and confirm your account, our servers also send Meta your email, name, and account identifier in hashed form, with your IP address and browser type, so Meta can match the sign-up to an ad. Meta, Google, and Reddit may use this information under their own privacy policies. These companies may collect information about your online activities over time and across different websites and apps, including ours, and may combine it with information they already hold about you. None of them runs on the clinical tools or your account page.

**Your organization.** If you are a member of an organization, its administrators can see information about your membership, including your name, role, and cases. A supervisor assigned to you can see the notes you write. What each role can see is described at parlancetherapy.com/roles.

**Referral partners.** We tell referral partners only the number of sign-ups their referrals produced, so we can pay their commission. We never tell a partner who signed up.

**Legal reasons.** We may disclose information when the law requires it, or to protect the rights, safety, or security of our users, the public, or Parlance.

**Business transfers.** Information may move to a successor if we are involved in a merger, acquisition, or sale of assets. If that happens, this policy, and the agreements covering client information, continue to apply to it.

## 5. Cookies and similar technologies

We use these kinds of cookies and similar technologies:

- **Essential.** These keep you signed in and keep the Services secure.
- **Analytics.** PostHog and Vercel Web Analytics, to understand how the Services are used.
- **Marketing.** The Meta Pixel, the Google Ads tag, and the Reddit Pixel, on the pages listed in Section 4, and our partner referral cookie.
- **Embedded video.** Embedded videos load content from YouTube, including a preview image when the page opens.

You can block or delete cookies in your browser settings. If you block essential cookies, you won't be able to sign in.

Our Services do not respond to browser "Do Not Track" signals. If your browser sends a Global Privacy Control signal, our servers do not send Meta your sign-up information, but the Meta Pixel, the Google Ads tag, and the Reddit Pixel still load on the pages listed in Section 4.

## 6. How long we keep information

- **Account information** is kept until you close your account, even if your subscription ends.
- **Your content** (cases, notes, and client information in your own account) is kept while you have an active trial or subscription.

  When it ends, you can still export your content from your account page.

  We delete your content 60 days after your trial or subscription ends, or 60 days after a payment first fails and is not restored, and we email you several times before then.

  Content in an organization is kept under the organization's agreement, not deleted when your access ends.
- **When you close your account,** your account information and your content are deleted right away. Some information is kept, including:
  - your name, alongside records you wrote in an organization, so the organization can see who wrote them
  - your email in our email provider's records, marked unsubscribed, so we don't email you again
  - billing records
  - audit records
- **Backups.** Deleted information may stay in our encrypted disaster-recovery backups for a limited time, no longer than 35 days.

  After that, the backups expire.

- **Billing records** are kept as long as tax and accounting law requires.
- **Audit records** of access to client information are kept for at least six years without client names, or for the period an organization's agreement sets for education records.
- **Ad-click information** is kept until you confirm your account, or for up to 8 days.
- **Analytics data**, including session recordings, is kept for a limited time, no longer than 7 years.
- **Messages you send us** are kept for as long as we need them to respond, and for our records.

## 7. Security

We protect personal information with administrative, technical, and physical safeguards. These include:

- encryption in transit and at rest
- access controls
- audit logging

No system is completely secure. If a security incident affects your information, we will notify you as the law and our agreements require.

## 8. Where information is stored

Client information is stored only in the United States. Our other service providers may process personal information in the United States and other countries. The Services are intended for use in the United States.

## 9. Your choices and rights

- **Access and export.** You can view your content in the Services, and export it. In an organization, you can export only while you're a member, as your roles allow.
- **Correction.** Ask us to correct your account details.
- **Deletion.** You can close your account in the Services, and delete cases in your own account. In an organization, administrators delete cases. Deletion is immediate.
- **Marketing emails.** You can unsubscribe from any marketing email using the link in it. Service messages will continue while your account is open.

Depending on where you live, you may have other rights over your personal information, such as the right to know what we hold about you. To make a request, email support@parlancetherapy.com. We will verify your identity and respond within 45 days. We won't treat you differently for exercising your rights.

## 10. Children

Account holders must be at least 18. We don't knowingly collect personal information directly from children under 13.

Information about children that clinicians enter as part of their clients' records is covered by Section 1.

## 11. Changes to this policy

We may update this policy. If we make a material change, we will tell account holders by email or in the Services before it takes effect. The effective date at the top shows when the policy last changed.

## 12. Contact

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