



Consumer Data Privacy Policy

Effective Date: January 1, 2026

Last Updated: June 24, 2026

Who We Are

Dr. Natalie Muth PC is a cash-pay telehealth practice specializing in adolescent and young adult obesity medicine, including GLP-1 prescribing and medication management. This Privacy Policy describes how we collect, use, and protect information you provide when visiting our website or engaging with our practice.

Please note: This policy applies to our website and general business operations. Your protected health information (PHI) collected as part of your medical care is governed separately by our HIPAA Notice of Privacy Practices, which you will receive at the time of your first visit.

Information We Collect

Information you provide directly:

- Name, email address, phone number, and date of birth when you submit a contact form, inquiry, or appointment request
- Health-related information you voluntarily share in messages or intake forms prior to becoming a patient
- Payment information (processed securely through our third-party payment processor through the Healthie platform when you sign up for a consultation or enroll in our programs; we do not store full card numbers)

Information collected automatically:

- Browser type, device type, IP address, and pages visited on our website
- Cookies and similar tracking technologies used to improve website functionality and understand traffic patterns

Information from third parties:

- If you are referred by another provider or platform, we may receive basic referral information

How We Use Your Information

We use the information we collect to:

- Respond to inquiries and schedule appointments
- Provide and coordinate telehealth services and medication management
- Process payments for services rendered
- Send appointment reminders and follow-up communications
- Improve our website and patient experience
- Comply with applicable legal and regulatory obligations

We do not sell your personal information to third parties. We do not use your information for advertising or marketing purposes beyond communicating directly with you about our own services.

How We Share Your Information

We may share your information in limited circumstances:

- **Service providers:** We work with third-party vendors (e.g., telehealth platform, scheduling software, payment processor, electronic health records system) who access information only as needed to perform services on our behalf and are contractually required to protect it.
- **Legal requirements:** We may disclose information if required by law, subpoena, or government authority, or to protect the rights and safety of our patients or the public.
- **With your consent:** We will share information with others only when you have given us explicit permission to do so.

California Privacy Rights

If you are a California resident, you have rights under the California Consumer Privacy Act (CCPA) and California Privacy Rights Act (CPRRA), including the right to:

- Know what personal information we collect and how it is used
- Request deletion of your personal information (subject to legal exceptions)
- Opt out of the sale or sharing of your personal information (we do not sell personal information)
- Non-discrimination for exercising your privacy rights

To exercise these rights, contact us at the information below. We will respond within 45 days.

Data Security

We take reasonable administrative, technical, and physical safeguards to protect your personal information from unauthorized access, use, or disclosure. However, no method of electronic transmission or storage is completely secure. If you have concerns about the security of your information, please contact us directly.

Cookies

Our website uses cookies to support basic functionality and analytics. You may adjust your browser settings to refuse cookies, though some features of the website may not function properly as a result.

Children's Privacy

Our website is not directed to children under the age of 13. If you are a parent or guardian seeking services on behalf of a minor, please contact us directly. We do not knowingly collect personal information from children under 13 without verifiable parental consent.

Changes to This Policy

We may update this Privacy Policy from time to time. When we do, we will post the revised policy on this page with an updated effective date. We encourage you to review this page periodically.

Contact Us

If you have questions about this Privacy Policy or wish to exercise your California privacy rights, please contact:

Dr. Natalie Muth PC

Telehealth practice serving California

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