

Privacy Policy

Effective Date: May 11, 2026

IMPORTANT: Please read this Privacy Policy carefully. It explains how Unboxed Practice collects, uses, discloses, and protects your information when you use our website and services.

By accessing or using Unboxed Practice, you acknowledge that you have read and understood this Privacy Policy.

1. Who We Are

Unboxed Practice ("Unboxed Practice," "we," "us," or "our") is a coaching practitioner directory and matching platform operated by Rachel Jackson MFT and accessible at unboxedpractice.com.

Unboxed Practice connects users with therapist-trained and advanced-trained coaching practitioners who operate outside the traditional psychotherapy model.

Coaching vs. Therapy Disclaimer

Unboxed Practice is not a psychotherapy practice, healthcare provider, crisis service, medical provider, or mental health treatment platform.

The practitioners listed on the platform provide coaching, mentorship, educational, and personal development services, not licensed psychotherapy or medical treatment unless explicitly stated otherwise by the practitioner independently.

Services offered through Unboxed Practice are not intended to diagnose, treat, cure, or prevent any mental health condition and are not a substitute for therapy, psychiatric care, medical treatment, or emergency services.

If you are experiencing a mental health crisis or emergency, call 911 or contact a licensed emergency or crisis support provider immediately.

HIPAA Disclaimer

Unboxed Practice is not a "covered entity" under the Health Insurance Portability and Accountability Act of 1996 ("HIPAA"), and information submitted through the platform may not constitute protected health information under HIPAA.

2. Information We Collect

A. Information You Provide Directly

When you use Unboxed Practice, you may voluntarily provide information including:

- Name, email address, phone number, and general location
- Client intake responses regarding goals, preferences, relationship patterns, coaching interests, communication style, personal growth interests, and related background information
- Practitioner application information including credentials, education, training history, modalities, years of experience, pricing, biographies, resumes, and professional social media links
- Profile photos and uploaded files submitted by practitioners
- Communications sent through email or website forms
- Booking and scheduling information
- Payment-related information processed through third-party payment providers

We do not directly store full credit card numbers or payment card information.

B. Information Collected Automatically

When you access our website, certain information may be collected automatically, including:

- IP address
- Browser type
- Device type
- Operating system
- Referral source
- Website pages visited
- Session duration
- General geographic location (city/region level)
- Access timestamps

We collect this information using cookies, analytics tools, and standard server logs.

3. How We Use Your Information

We may use information we collect to:

- Facilitate practitioner matching and referrals
- Review practitioner applications
- Provide scheduling and booking functionality
- Process payments and registrations
- Communicate regarding consultations, bookings, updates, or support requests
- Improve platform functionality and user experience
- Analyze website performance and usage trends
- Maintain security and prevent fraud or misuse

- Comply with legal obligations
- Enforce our Terms of Service and platform policies

4. Sensitive Information

Some intake responses may include sensitive personal information related to personal development, relationships, emotional experiences, trauma history, behavioral patterns, or related topics voluntarily disclosed by users.

Because Unboxed Practice is a coaching and practitioner-matching platform rather than a healthcare provider, users should avoid submitting medical records, diagnosis documentation, or highly sensitive clinical information unless specifically requested.

We implement reasonable administrative, technical, and organizational safeguards designed to protect sensitive information and restrict access to authorized personnel and service providers necessary to operate the platform.

We do not sell sensitive personal information and do not disclose sensitive intake information to advertisers.

5. AI-Assisted Platform Operations

Unboxed Practice may use software tools, including AI-assisted administrative and organizational tools, to support platform operations such as:

- organizing intake submissions,
- improving practitioner matching workflows,
- summarizing non-clinical information,
- generating administrative insights,
- and supporting platform efficiency.

AI tools are used to support administrative and operational functions and are not intended to provide healthcare, psychological diagnosis, or therapeutic advice.

Sensitive personal information is not intentionally used to train public AI models.

6. Third-Party Services and Information Sharing

We do not sell personal information.

We may share information with trusted third-party service providers that help us operate the platform, including:

- Stripe for payment processing
- Google Analytics for website analytics

- Google Workspace and Google Drive for form processing and file storage
- Cal.com for scheduling and appointment coordination
- Website hosting and security providers
- Email delivery and communication providers
- AI-assisted administrative tools supporting platform operations

These providers may process information on our behalf subject to their own privacy and security practices.

We may also disclose information:

- when required by law,
- to comply with legal process,
- to protect rights or safety,
- or in connection with a business transfer, merger, or restructuring.

7. Practitioner Profiles and Public Information

Approved practitioner profiles may become publicly visible on the platform and may be accessible through search engines or shared links.

Practitioners should avoid submitting confidential or private information intended to remain non-public.

8. Cookies and Tracking Technologies

We use cookies and similar technologies to operate and improve our website.

These may include:

- essential website functionality cookies,
- analytics cookies,
- performance tracking technologies,
- and session management tools.

We currently use Google Analytics to better understand website usage and visitor behavior.

You may control cookies through your browser settings or opt out of Google Analytics using the Google Analytics Opt-Out Browser Add-on.

Our website does not currently respond to “Do Not Track” browser signals.

We do not use personal information for cross-context behavioral advertising.

9. Legal Bases for Processing

Depending on your jurisdiction, we may process personal information based on:

- your consent,
- performance of requested services,
- legitimate business interests,
- compliance with legal obligations,
- and protection against fraud, abuse, or security threats.

By voluntarily submitting sensitive personal information through intake forms, you consent to our processing of that information for practitioner matching and platform administration purposes.

10. Data Retention

We retain information only as long as reasonably necessary for the purposes described in this Privacy Policy, including legal, operational, tax, security, and compliance obligations.

Typical retention periods may include:

- Client intake submissions: up to 12 months unless deletion is requested sooner
- Practitioner applications: up to 24 months
- Payment and transaction records: as required by applicable law and payment processors
- Analytics data: according to provider retention settings

Deletion requests may not remove information retained for legal, tax, fraud prevention, dispute resolution, or security purposes.

11. Your Privacy Rights

Depending on your jurisdiction, you may have rights including:

- Access to personal information
- Correction of inaccurate information
- Deletion of personal information
- Data portability
- Withdrawal of consent
- Restriction or objection to certain processing
- Opt-out from marketing communications

To exercise your rights, contact us at rachel@unboxedpractice.com.

We will respond within the timeframe required by applicable law.

12. U.S. State Privacy Rights

Residents of certain U.S. states, including California, Colorado, Connecticut, Texas, Virginia, Oregon, and Utah, may have additional privacy rights under applicable state laws.

These rights may include:

- the right to know what information is collected,
- the right to request deletion,
- the right to correct inaccurate data,
- the right to access collected information,
- and the right to appeal certain privacy-related decisions.

Unboxed Practice does not sell personal information.

Requests may be submitted to:
rachel@unboxedpractice.com

13. International Users and Data Transfers

Unboxed Practice is operated in the United States.

If you access the platform from outside the United States, your information may be transferred to, processed, and stored in the United States or other jurisdictions where our service providers operate.

By using the platform, you consent to these transfers.

14. Data Security

We implement reasonable technical and organizational safeguards designed to protect personal information, including:

- HTTPS encryption,
- restricted administrative access,
- password-protected systems,
- reputable third-party infrastructure providers,
- and security monitoring practices.

However, no internet transmission or electronic storage system can be guaranteed completely secure.

If we become aware of a data breach affecting personal information, we will take steps consistent with applicable law.

15. Email Communications

If you communicate with us by email, you acknowledge that standard email communications may not always be secure.

Please avoid sending highly sensitive or confidential medical information through unsecured email.

You may unsubscribe from marketing or non-essential communications at any time using the unsubscribe link included in emails.

16. Children's Privacy

Unboxed Practice is intended only for individuals age 18 or older.

We do not knowingly collect personal information from children under 18. If we become aware that information from a minor has been collected, we will take reasonable steps to delete it.

17. Third-Party Websites

Our website may contain links to third-party websites, practitioner websites, scheduling platforms, social media profiles, or payment pages.

This Privacy Policy does not apply to third-party websites or services, and we encourage you to review their privacy policies independently.

18. Changes to This Privacy Policy

We may update this Privacy Policy periodically.

When changes are made, we will revise the "Effective Date" above.

Continued use of the platform after updates become effective constitutes acceptance of the revised Privacy Policy.

19. Contact Information

If you have questions about this Privacy Policy or our privacy practices, please contact:

Unboxed Practice
Rachel Jackson MFT
Email: rachel@unboxedpractice.com
Website: unboxedpractice.com

20. Legal Disclaimer

This Privacy Policy is provided for informational purposes and does not constitute legal advice.

Privacy laws vary by jurisdiction, and this document should be reviewed by a licensed attorney familiar with your business model and applicable privacy regulations before publication.

This document was prepared as a starting template and should be reviewed by a licensed attorney before publication. Laws vary by jurisdiction and your specific circumstances may require additional provisions.