Privacy Policy

Effective Date: October 18, 2026

1. Introduction and Scope

This Privacy Policy explains how Courtney Snyder, MD, PLLC, doing business as Courtney Snyder, MD ("we," "us," "our," or "the Practice"), collects, uses, and protects information gathered through our website (the "Website") and our associated social media pages.

This policy does not apply to information you provide through our secure, HIPAA-compliant scheduling portal. Whether you are using the scheduling calendar to book an initial, non-patient consultation or to schedule an appointment as an established patient, you are using the same HIPAA-compliant portal, and both uses fall outside this policy. Information submitted through that portal, for either purpose, is protected health information ("PHI") governed by our Notice of Privacy Practices under HIPAA, which is provided at the start of care and is available upon request. If you scheduled through the portal, please refer to that Notice for how your information is handled.

This Privacy Policy instead applies to the general, public-facing parts of our Website and social media presence: for example, when you fill out a contact or inquiry form, sign up for our emails or courses, leave a comment, complete a survey, or interact with our posts on social media (collectively, "Website Activity").

Because these channels are not part of our secure patient portal, please do not include any medical, psychiatric, or other sensitive health information in a website form, comment, survey response, or social media post or message. Information shared through these channels is not treated as protected health information under HIPAA.

2. Who This Policy Covers

We recognize two categories of visitors:

- **Website Visitors:** anyone browsing our Website, submitting a general inquiry form, signing up for our emails or courses, leaving a comment, completing a survey, or engaging with our social media, and who has not used our scheduling portal.
- **Scheduling Portal Users (Patients and Prospective Consultation Clients):** anyone who uses our scheduling calendar to book an appointment or a consultation, whether you are an established patient or someone scheduling a first, non-patient consultation. Because both uses go through the same secure, HIPAA-compliant portal, the information involved is governed by our HIPAA Notice of Privacy Practices, not this policy.

If you do both (for example, you leave a blog comment and separately schedule a consultation through the portal), this policy applies only to the blog comment; the scheduling activity is covered by our HIPAA Notice of Privacy Practices.

3. Information We Collect

We may collect the following categories of information through your Website Activity:

- **Contact/Inquiry Form Data:** name, email address, phone number, and any message or information you choose to include when you submit a form on our Website.
- **Email and Course Sign-Ups:** your name and email address when you sign up for our checklist or newsletter, and, for course sign-ups, how you describe your professional role and any other answers you give on the sign-up form.
- **Comments:** any name, email address, and comment text you submit when commenting on our Website.
- **Survey Responses:** any answers or information you provide if you complete a survey we make available through the Website or a third-party survey tool.
- **Social Media Interactions:** comments, messages, reviews, or posts you make on our social media pages. These interactions are also subject to the privacy policy of the social media platform itself, which we do not control.
- **Technical Data:** information automatically collected when you visit our Website, such as IP address, browser type, device information, pages visited, and the date and time of your visit, typically gathered through cookies or similar technologies (see Section 6).

We do not knowingly request or collect Social Security numbers, insurance information, or protected health information through general Website forms, comments, or surveys. Please do not submit this type of information through those channels. If you need to share clinical or scheduling information, please use the secure patient portal or call our office directly.

4. How We Use Your Information

We use the information described above to:

- Respond to inquiries and messages you send us;
- Send you the checklist, course materials, or other resources you request;
- Publish and moderate comments on our Website, where applicable;
- Review survey responses to improve our services and content;
- Engage with you on social media and understand how our content is received;
- Maintain and improve the security, functionality, and content of our Website;
- Send you newsletters or marketing communications, but only if you have opted in to receive them; and
- Comply with legal obligations, or establish, exercise, or defend legal claims.

5. How We Share Your Information

We do not sell your personal information. We may share the information described above with:

- Service providers who help us operate the Website, process forms or surveys, host our site, or manage email communications, under obligations to protect your information;

- Social media platforms, to the extent you interact with us there (governed by that platform's own privacy policy);
- Legal or regulatory authorities, if required by law, subpoena, or legal process; and
- A successor entity, in the event of a sale, merger, or transfer of our practice or its assets.

6. Cookies and Similar Technologies

Our Website uses cookies and similar technologies (small files stored in your browser) to run the site and to understand, in general terms, how it is used. These include:

- **Website hosting:** Our Website is hosted by Weebly (Square), which uses cookies and collects basic visitor statistics, such as pages viewed, browser type, and the date and time of visits.
- **Email sign-up forms:** Our sign-up forms are provided by Mailchimp. When you sign up, your name and email address are sent to Mailchimp so we can send you the emails you asked for. Mailchimp may also record whether our emails are opened and which links are clicked.
- **Embedded videos:** Some pages include videos hosted on YouTube (Google), which may set cookies when a video is played.
- **Advertising:** We may advertise on Google and on Facebook and Instagram (Meta). If you click one of our ads, the advertising platform may record that click under its own privacy policy.

When you first visit, a notice lets you know that the site uses cookies. You can block or delete cookies in your browser settings, though some parts of the site may not work as well. Each of these providers has its own privacy policy.

7. Visitors From Other States and Countries

Our practice is based in Kentucky, in the United States. Clinical care is offered only in the states where Dr. Snyder is licensed, but our educational content, newsletter, and courses are open to people in other states and countries.

Kentucky's Consumer Data Protection Act (KCDPA), effective January 1, 2026, generally applies to larger businesses and includes an exemption for entities, like ours, that are already subject to HIPAA. Because of the size and nature of our practice, the KCDPA's specific requirements may not formally apply to us; however, we extend the same general privacy choices described in Section 8 below to all Website visitors, regardless of which state you are visiting from. If you access our Website from another state, please note that state consumer privacy laws vary and not all states currently provide the same rights. We will make reasonable efforts to honor the requests described in Section 8 regardless of your state of residence.

If you visit our Website or sign up for our emails from outside the United States, your information will be transferred to, stored, and processed in the United States, where privacy laws may differ from those in your country. We collect only what we need to send you what you asked for, we ask you to confirm your email address before sending you anything, and you can unsubscribe at any time. If your country gives you rights over your personal information, such as access, correction, or deletion, you may contact us to make a request, and we will respond consistent with applicable law.

8. Your Choices and Rights

- **Marketing communications:** You may opt out of marketing emails at any time using the unsubscribe link in the email or by contacting us at the email address below.
- **Comments:** You may request that we remove a comment you submitted by contacting us.
- **Access and deletion requests:** Depending on where you live, you may have rights to request access to, correction of, or deletion of personal information we hold about you that was collected through the Website. To make such a request, contact us using the information below, and we will respond consistent with applicable law.

These rights relate only to information collected through the general Website Activity described in this policy. Requests regarding your protected health information as a patient should be directed to our office under our HIPAA Notice of Privacy Practices.

9. Children's Privacy

Our Website, emails, and courses are intended for adults and are not directed to anyone under the age of 18. We do not knowingly collect personal information from anyone under 18 through our general Website forms, comments, surveys, or sign-ups. Information about a child's care should come from a parent or guardian through our secure patient portal. If you believe someone under 18 has given us personal information through the Website, please contact us and we will delete it.

10. Third-Party Links

Our Website may contain links to third-party websites, including our patient portal, social media pages, or other resources. We are not responsible for the privacy practices or content of those third-party sites and encourage you to review the privacy policy of any site you visit.

11. Data Security

We use reasonable administrative, technical, and physical safeguards designed to protect the information collected through our Website. However, no method of transmission over the internet or electronic storage is completely secure, and we cannot guarantee absolute security. Please note that information you submit through general Website forms, comments, or social media is not subject to the same security safeguards as information submitted through our HIPAA-compliant patient portal.

12. Data Retention

We retain the information described in this policy for as long as necessary to fulfill the purposes described above, including to respond to your inquiry, maintain business records, or comply with legal obligations, after which it is deleted or anonymized.

13. Changes to This Policy

We may update this Privacy Policy from time to time. The Effective Date at the top of this page indicates when it was last revised. We encourage you to review this page periodically.

14. Contact Us

If you have questions about this Privacy Policy or wish to exercise any of the choices described above, please contact us:

Courtney Snyder, MD, PLLC
d/b/a Courtney Snyder, MD
9462 Brownsboro Rd #195
Louisville, KY 40241
Email: hello@courtneysnydermd.com