

SetupCare Privacy and AI Policy

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This Policy describes how we handle information you share with us. It applies to visitors to our website and to people who use our services, and forms part of the SetupCare Terms of Service and the SetupCare Website Terms of Use. We may update this Policy from time to time; the version in effect at the time applies. If we make material changes, we will update the effective date above and post the revised Policy on our website. Certain binding commitments regarding your information, including your representations about information you share, confidentiality waivers, and breach notification, appear in the Terms of Service themselves (see Section 23).

Part A. Website Visitors

This part describes what happens when you visit setupcare.com (the "Site"). You do not need to be a client for this part to apply.

Information you give us. Our Site has a contact form. If you use it, we collect the information you enter, which may include your name, location, email address, phone number, and the contents of your message. We use this only to respond to you and to arrange an initial conversation.

Please do not include sensitive or confidential information in the contact form. Share only what is needed to set up a first conversation. Information submitted through the form is not confidential or privileged, and sending it does not make you a client or create any professional relationship.

Information collected automatically: analytics and cookies. We use Google Analytics to understand how visitors use the Site, such as which pages are viewed. Google Analytics sets cookies on your browser and collects information such as your approximate location, device and browser type, and how you navigate the Site.

Our Site also sets cookies associated with Google's advertising infrastructure, and cookies used by our website platform and its plugins for site functionality. Cookies of these kinds may collect information about your visit.

Because Google's tools operate across many websites, Google may collect information about your online activity over time and across third-party websites. Google's own privacy policy governs its handling of that information:
<https://policies.google.com/privacy>

You can block or delete cookies through your browser settings. Doing so may affect how parts of the Site work.

Do Not Track. Some browsers can send a "Do Not Track" signal. There is no common industry standard for how to respond to these signals, and our Site does not currently respond to them.

Categories of third parties. The third parties that may receive or collect information through the Site include our website platform and its plugins, and Google (through Google Analytics and related tools). We do not sell your personal information, and we do not share it for advertising purposes.

Data breaches. If we become aware of a breach affecting personal information you submitted through the Site, we will notify you in accordance with applicable California law.

Using the Site means that you consent to this use of cookies and analytics.

Part B. Client Information

This section applies to Clients, as that term is defined in the SetupCare Terms of Service. This includes anyone who makes use of our services, including a complimentary initial consultation. All further references to "you" and "your" in this Part are to Clients only.

How we protect Client information. Your trust means everything to us, and protecting your information is part of that trust. We maintain reasonable security procedures and practices appropriate to the nature of the information we hold, consistent with industry standards among similar professionals.

Marketing. We will not share your data for marketing purposes.

When we share information. We may share your contact information with a provider when making a referral, or to let a provider know that a referral has been made. We may also consult with other providers to ensure quality of service, to meet legal or ethical obligations, or for educational purposes that advance the standards of our industry. When we consult with others for those purposes, your information will be anonymized.

HIPAA. The Health Insurance Portability and Accountability Act (HIPAA) does not apply to SetupCare. We are not a covered entity under that law. While we treat your information with care, we are not bound by HIPAA's specific requirements.

Data breaches. As stated in our Terms of Service, if we become aware of a breach affecting your personal information, we will notify you in accordance with applicable California law.

Third-party platforms. In the course of serving you, we may offer collaborative use of other technological platforms or providers. Your use of these technologies is governed by their own terms and privacy policies, which you agree to review before using them. As of the effective date above, the privacy policies of some of the tools and platforms that may be used in providing services to you may include (but are not limited to):

- <https://usefoyer.com/docs/privacy-policy.pdf>
- <https://koalendar.com/privacy>
- <https://www.zoom.com/en/trust/privacy/privacy-statement/>
- <https://stripe.com/privacy>

Part C. Artificial Intelligence

Artificial intelligence (AI) is becoming increasingly necessary and unavoidable in order to use certain essential software or services. It is therefore important to us that you know how we approach using artificial intelligence.

We may use artificial intelligence tools in the course of serving you. We believe that using artificial intelligence in relevant circumstances increases the value of our services, while potentially reducing the billable hours charged to you. For example,

we may use an AI tool to review drafted correspondence for typos, grammatical errors, and clarity.

When we do use artificial intelligence, we take reasonable steps to protect your privacy, which may include reasonably altering or removing identifiable information before using it with any AI tool.

We are committed to using AI responsibly and within reason. We are also committed to providing you with services grounded in our applicable expertise.