Privacy Policy

Emily Wood, RDN
Effective Date: October 25, 2026

Emily Wood, RDN ("we," "us," or "our") respects your privacy and is committed to protecting your personal information.

This Privacy Policy explains how we collect, use, store, and share information when you visit our website, subscribe to our emails, download educational resources, schedule nutrition counseling services, or purchase supplements through our affiliated platforms.

By using our website, you acknowledge the data practices described in this Privacy Policy. Where consent or authorization is required by law, we will request it separately.

1. Information We Collect

We may collect the following types of information:

Personal Information

When you voluntarily interact with our website or services, we may collect:

- Name
- Email address
- Contact information
- Information submitted through website forms
- Email subscription preferences
- Information related to inquiries about our services

Website Usage Information

We may automatically collect certain information when you visit our website, including:

- IP address
- Browser type and device information
- Pages visited and time spent on our website
- Referring websites
- Interactions with website content
- Cookies and similar tracking information

Health Information

When you become a nutrition counseling patient, additional personal and health information may be collected through our secure patient management platform, Practice Better.

This may include medical history, nutrition assessments, health conditions, dietary information, insurance details, and other information necessary to provide nutrition care.

Protected health information is subject to our separate HIPAA Notice of Privacy Practices, where applicable.

2. How We Use Your Information

We may use collected information to:

- Provide requested educational resources and downloads
- Send newsletters, nutrition education, updates, and promotional emails to subscribers
- Respond to inquiries
- Schedule and provide nutrition counseling services
- Manage patient records and appointments
- Process insurance claims and related billing
- Facilitate supplement recommendations and purchases
- Improve our website and services
- Measure website traffic and marketing performance
- Comply with applicable legal and regulatory requirements

We do not sell patient medical records or protected health information.

3. Email Marketing and MailerLite

We use MailerLite, a third-party email marketing platform, to manage our email subscribers and deliver educational and promotional content.

When you subscribe to our email list, including through a free resource download, we may collect your name, email address, subscription preferences, and information about your interactions with our emails.

If you separately agree to receive marketing communications, we may send you:

- Nutrition education and wellness information
- Newsletters and helpful resources
- Updates about programs, products, and services
- Promotional offers and announcements

You may unsubscribe from marketing emails at any time using the unsubscribe link included in our emails.

Unsubscribing from marketing emails will not prevent necessary communications related to your nutrition counseling services.

We do not automatically add nutrition counseling patients to our marketing email list. Patients may subscribe separately through an appropriate opt-in process.

For additional information about MailerLite's data practices, visit https://www.mailerlite.com/legal/privacy-policy.

4. Nutrition Counseling and Practice Better

We use Practice Better, a third-party practice management platform, to support our private nutrition counseling services.

Practice Better may be used for:

- Appointment scheduling
- Intake forms and health questionnaires
- Nutrition assessments and patient records
- Telehealth appointments
- Secure patient communication
- Food and nutrition journals
- Billing and payment-related activities

Information collected through Practice Better is used to provide nutrition counseling and manage patient care.

We take steps to safeguard patient information and use appropriate administrative, technical, and physical protections consistent with applicable privacy laws.

Patient health information may be used or disclosed for treatment, payment, healthcare operations, or other purposes permitted or required by law.

Where applicable, these practices are further explained in our separate HIPAA Notice of Privacy Practices.

For more information about Practice Better, visit https://practicebetter.io.

5. Supplement Purchases Through Fullscript

We offer access to dietary supplements through Fullscript, a third-party supplement dispensing and purchasing platform.

When you access our Fullscript storefront, Fullscript may collect information necessary to create an account, process orders, fulfill purchases, and provide customer service.

This information may include your name, contact details, shipping address, payment information, and purchase history.

Fullscript maintains its own privacy practices and policies regarding information collected through its platform.

We encourage you to review Fullscript's Privacy Policy before making a purchase:

https://fullscript.com/privacy

Supplement purchases are optional and are not required to subscribe to our educational resources.

6. Cookies, Google Analytics, and Meta Pixel

Our website may use cookies and similar tracking technologies to improve website functionality, understand visitor behavior, and evaluate marketing effectiveness.

We may use:

Google Analytics

Google Analytics helps us understand how visitors use our website, including traffic sources, page views, and general website engagement.

Meta Pixel

Meta Pixel helps us evaluate advertising performance, understand website interactions, and support advertising and remarketing activities on Meta platforms, including Facebook and Instagram.

These technologies may collect information such as device identifiers, IP addresses, website activity, and interactions with our content.

We do not intentionally use these advertising and analytics tools to transmit protected patient health information.

Where required by applicable law, we will obtain consent before using nonessential tracking technologies.

You may manage cookies through your browser settings and any cookie preference controls made available on our website.

You can learn more about these platforms' privacy practices at:

- Google: https://policies.google.com/privacy
- Meta: https://www.facebook.com/privacy/policy/

7. How We Share Information

We may share personal information with trusted third-party service providers when necessary to operate our business and provide services.

These providers may include:

- MailerLite for email marketing
- Practice Better for patient management and telehealth
- Fullscript for supplement purchases
- Google for website analytics
- Meta for advertising and marketing analytics

- Website hosting and technology providers
- Insurance companies, claims processors, and other authorized billing partners

We may also disclose information when required by law or when necessary to protect legal rights, safety, or security.

We do not sell or rent our email subscriber lists to third parties for their independent marketing purposes.

Certain advertising technologies may involve data sharing that is treated as a sale, sharing, or targeted advertising under applicable privacy laws. Where those laws apply, we will provide any required notices and choices.

8. Data Security

We take reasonable steps to protect personal information against unauthorized access, disclosure, alteration, or destruction.

These measures may include secure technology platforms, restricted access, and appropriate administrative and technical safeguards.

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

For your protection, please do not submit sensitive medical information through general website contact forms or ordinary email. Patients should use the designated secure patient portal for clinical communications.

9. Data Retention

We retain personal information for as long as reasonably necessary to provide our services, fulfill the purposes described in this policy, and comply with applicable legal obligations.

Email subscription information may be retained until you unsubscribe or request deletion, subject to information we must retain for legal or administrative purposes.

Patient records are retained in accordance with applicable healthcare recordkeeping requirements.

10. Your Privacy Choices and Rights

Depending on applicable law, you may have the right to:

- Request access to personal information we maintain about you
- Request correction of inaccurate information
- Request deletion of certain personal information
- Unsubscribe from marketing communications
- Manage certain cookie and tracking preferences

- Exercise applicable rights concerning targeted advertising or data sharing

Certain requests may be subject to legal exceptions, including healthcare record retention requirements.

Patients may have additional rights concerning protected health information under HIPAA and other applicable laws.

To submit a privacy-related request, contact:

emily@emilywoodrdn.com

We will review and respond to requests in accordance with applicable law.

11. Third-Party Websites and Services

Our website may contain links to third-party websites and services, including Practice Better and Fullscript.

We are not responsible for the privacy practices of websites or services operated independently by third parties.

We encourage you to review their privacy policies before providing personal information.

12. Children's Privacy

Our website and general educational resources are intended primarily for adults.

We do not knowingly collect personal information directly from children under the age of 13 through our general website or marketing forms without appropriate parental consent.

If we learn that such information has been collected improperly, we will take appropriate steps to address it.

Any nutrition counseling services provided to minors are subject to applicable parental consent, healthcare privacy, and recordkeeping requirements.

13. United States Audience

Our website and services are primarily intended for individuals located in the United States.

Information collected through our website may be processed or stored by service providers operating in the United States or other jurisdictions, subject to applicable privacy and data protection requirements.

14. Changes to This Privacy Policy

We may update this Privacy Policy periodically to reflect changes in our services, technology, business practices, or legal requirements.

When changes are made, we will update the effective date at the top of this page.

We encourage visitors to review this policy periodically.

15. Contact Information

If you have questions about this Privacy Policy or how your information is handled, please contact:

Emily Wood, RDN
New York, United States
Email: emily@emilywoodrdn.com

Website: https://emilywoodrdn.com

This policy applies to general website and business information practices. Protected health information collected in connection with nutrition counseling may be subject to additional rights and protections described in our separate HIPAA Notice of Privacy Practices.