



PRIVACY POLICY

North Fulton Lactation formerly The Fourth Collective

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Last Updated: January 24, 2026

Introduction

North Fulton Lactation (“we,” “us,” or “our”) is committed to protecting your privacy. This Privacy Policy explains how personal information is collected, used, and protected when you visit our website, schedule services, or communicate with us online.

This Privacy Policy applies to information collected through our website, scheduling platforms, and electronic communications. It does **not** replace our **Notice of Privacy Practices**, which governs the use of protected health information (PHI) related to healthcare services.

Information We Collect

We may collect the following types of information:

Personal Information

- Name, email address, phone number
- Appointment details and service requests
- Billing or payment-related information (processed by third-party providers)

Website & Technical Information

- IP address, browser type, device information
- Pages visited and time spent on the website
- Cookies and similar tracking technologies used for site functionality and analytics

How Information Is Used

Information collected may be used to:

- Schedule and manage appointments
- Communicate with you regarding services
- Provide customer support and follow-up
- Process payments and insurance-related services
- Improve website functionality and user experience

- Comply with legal and professional obligations

Third-Party Services

We use trusted third-party platforms to operate our business, including but not limited to:

- Scheduling and intake software (e.g., Acuity Scheduling)
- Website hosting and analytics (e.g., Wix)
- Telehealth platforms (e.g., Google Meet)
- Payment processors (Square)
- Clinical documentation tools

These providers may have access to limited information necessary to perform their services and are expected to maintain appropriate privacy and security practices.

Email and Text Communication

Email and text messaging are not secure forms of communication. By contacting us electronically, you acknowledge and accept this risk and consent to receiving communications related to scheduling, care coordination, and general follow-up via email or text.

Cookies & Analytics

Our website may use cookies or similar technologies to enhance functionality and analyze website traffic. You may adjust your browser settings to decline cookies, though this may affect site performance.

Data Security

We use reasonable administrative, technical, and physical safeguards to protect personal information. While no system can guarantee absolute security, we take privacy seriously and work to protect your data.

Your Choices

You may:

- Request access to or correction of your personal information
- Opt out of non-essential communications
- Disable cookies through your browser settings

Requests may be submitted using the contact information below.

Changes to This Policy

This Privacy Policy may be updated periodically. Updates will be posted on our website with the revised effective date.

Contact Information

North Fulton Lactation

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 Email: admin@thefourthcollective.com

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