

Privacy Policy

Imagination ABA Therapy LLC

Effective Date: September 11, 2026 | Last Updated: September 11, 2026

Imagination ABA Therapy LLC (“Imagination ABA,” “we,” “us,” or “our”) respects your privacy and is committed to protecting the personal information you share with us. This Privacy Policy explains what information we collect, how we use it, how we protect it, and the choices you have.

This Privacy Policy applies to visitors and users of imaginaba.com (the “Website”) located in the United States. By accessing or using the Website, you agree to this Privacy Policy.

1. Information We Collect

1.1 Contact Information You Provide

We may collect contact information you voluntarily provide through our website forms, phone, email, or WhatsApp, such as your name, email address, phone number, mailing address, and inquiry or appointment details.

Providing this information is voluntary; however, certain services may not be available without it.

1.2 Health-Related Information

Information submitted as part of an intake packet or referral — including diagnosis information, insurance details, and treatment history — is protected under HIPAA and applicable New Jersey state law, and is handled separately from general website data as described in our HIPAA Notice of Privacy Practices.

1.3 Automatically Collected Information

When you visit the Website, we may automatically collect non-personal information such as IP address, browser type and version, device type and operating system, pages viewed and time spent, referring and exit URLs, and approximate location derived from IP address. This data is used for analytics, security, and Website optimization.

1.4 Cookies and Tracking Technologies

We may use cookies, pixels, and similar technologies to support Website functionality, analytics, security, and remarketing. You can disable cookies through your browser settings.

2. How We Use Your Information

We use the information we collect to:

- Respond to inquiries and provide requested information about our services
- Schedule intake calls, evaluations, and appointments

- Communicate with current and prospective clients and their families
- Send transactional communications
- Send email communications in compliance with U.S. CAN-SPAM laws
- Send SMS/text messages only with valid opt-in consent, as described in Section 4
- Improve our Website and services
- Comply with legal and regulatory obligations

We do not sell your personal information.

3. Email Communications

If you provide your email address, we may send transactional emails and, where permitted, promotional emails. All marketing emails include a clear unsubscribe option, and you may opt out at any time. Opting out of marketing emails does not affect transactional emails necessary to provide requested services.

4. Text/SMS Messaging Program (A2P / TCPA / CTIA)

4.1 Program Description

If you opt in, you may receive text messages from Imagination ABA Therapy LLC, including:

- Transactional messages (appointment confirmations, reminders, service updates)
- Promotional messages (offers, announcements, educational content), only with your explicit consent

Text messages sent under this program will not include protected health information (PHI). Any communication involving your child's clinical or treatment information is handled through HIPAA-compliant channels as described in our HIPAA Notice of Privacy Practices, not by SMS.

4.2 Consent

By providing your mobile number and opting in, you provide express written consent to receive text messages from us. Consent is not a condition of purchase and is collected through a clear, unchecked opt-in mechanism.

4.3 Message Frequency

Message frequency varies depending on your interaction with our Services.

4.4 Fees

Message and data rates may apply.

4.5 Opt-Out

You may opt out at any time by replying **STOP**. You may receive one final confirmation message after opting out.

4.6 Help

Reply **HELP** for help, or contact us at:

Email: info@imaginaba.com

Phone: 732-732-2058

4.7 Transactional vs. Promotional Messages

Transactional messages may be sent to fulfill services you request. Promotional messages are sent only with explicit opt-in and stop immediately upon opt-out.

4.8 Opt-In Confirmation

After opting in, you will receive a confirmation message including program details, our business identity, message frequency, the message-and-data-rate disclosure, STOP/HELP instructions, and customer support contact information.

5. Mobile Information Sharing

No mobile information will be shared with third parties or affiliates for marketing or promotional purposes. Sharing information with subcontractors that support our operations (such as customer service providers) is permitted. All other categories of use exclude text messaging originator opt-in data and consent — this information will not be shared with any third parties.

6. How We Share Information

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

- Staff and contractors directly involved in providing services to you
- Insurance companies, for billing and authorization purposes, with your consent
- Trusted service providers who help us operate our website, scheduling, SMS/communications systems, hosting, and analytics — under confidentiality obligations that prohibit them from using your information for their own marketing
- Government agencies or legal authorities, when required by law

7. Third-Party Links and Remarketing

The Website may contain links to third-party websites (such as Psychology Today, social media platforms, or insurance provider portals). We are not responsible for their content or privacy practices. We may use third-party advertising platforms (such as Google) for remarketing purposes.

8. Data Security

We implement reasonable administrative, technical, and physical safeguards to protect personal information. No system is completely secure.

9. Data Retention

We retain personal information only as long as necessary to provide services, comply with legal obligations, resolve disputes, and enforce agreements.

10. Your Rights

Depending on applicable law, you may have the right to access, correct, or request deletion of your personal information. To make a request, contact us using the information in Section 12. For rights related specifically to protected health information, see our HIPAA Notice of Privacy Practices, included in our client intake packet.

11. Children's Privacy (COPPA)

Our services are provided to children under the direction and consent of a parent or legal guardian. The Website is not intended for children under 13, and we do not knowingly collect personal information directly from children through the Website without parental involvement.

12. Changes to This Privacy Policy

We may update this Privacy Policy at any time. Changes will be posted with an updated Effective Date.

13. Contact Us

Imagination ABA Therapy LLC

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Website: <https://www.imaginaba.com>