

Privacy Policy

****Imagination ABA Therapy LLC****

Last updated: 08/21/2026

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, and the choices you have.

Information We Collect

We may collect the following types of information:

- ****Contact information**** you provide through our website forms, phone, email, or WhatsApp, such as your name, email address, phone number, and mailing address.
- ****Health-related information**** submitted as part of an intake packet or referral, including diagnosis information, insurance details, and treatment history. This information 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.
- ****Website usage information****, such as pages visited and general browsing behavior, collected automatically through cookies and similar technologies.
- ****Communications****, including messages sent to us through our contact form, email, phone, or WhatsApp.

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.
- Improve our website and services.
- Comply with legal and regulatory obligations.

SMS and Messaging Communications

If you provide your phone number and opt in to receive text or messaging communications from us (including via SMS or WhatsApp), that consent is used solely to communicate with you about your inquiry or care. ****We do not sell, rent, or share your phone number or messaging consent with third parties for marketing purposes.**** Your information may be shared only with the messaging service providers (such as our SMS or WhatsApp platform provider) strictly as needed to deliver those communications. You may opt out of messaging communications at any time by replying STOP, or by contacting us directly.

Cookies

Our website may use cookies and similar tracking technologies to improve your browsing experience and understand how visitors use our site. You can control cookie preferences through your browser settings.

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.
- Service providers who help us operate our website, scheduling, and communications systems, under confidentiality obligations.
- Government agencies or legal authorities, when required by law.

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 below. For rights related specifically to protected health information, see our HIPAA Notice of Privacy Practices, included in our client intake packet.

Children's Privacy

Our services are provided to children under the direction and consent of a parent or legal guardian. We do not knowingly collect personal information directly from children through our website without parental involvement.

Changes to This Policy

We may update this Privacy Policy from time to time. The "Last updated" date at the top of this page reflects the most recent revision.

Contact Us

If you have questions about this Privacy Policy, please contact us:

Imagination ABA Therapy LLC
535 E County Line Rd, Lakewood, NJ 08701
Phone: 732-732-2058
Email: Admin@imaginaba.com

Terms of Use

****Imagination ABA Therapy LLC****

Last updated: 08/21/2026

Please read these Terms of Use carefully before using the imaginaba.com website (the "Site"), operated by Imagination ABA Therapy LLC ("Imagination ABA," "we," "us," or "our"). By accessing or using the Site, you agree to be bound by these Terms.

Use of the Site

This Site is provided for informational purposes about Imagination ABA Therapy's services. You may browse the Site, submit inquiries through our forms, and use it to learn about and request our services. You agree not to misuse the Site, including attempting unauthorized access, interfering with its operation, or submitting false or misleading information.

Not Medical Advice

Content on this Site, including blog articles and service descriptions, is provided for general informational purposes only and does not constitute medical or clinical advice. It is not a substitute for an individualized assessment, diagnosis, or treatment plan from a qualified provider. Submitting an inquiry through this Site does not establish a client relationship or guarantee acceptance into our program; services are subject to intake, insurance authorization, and clinical eligibility as described in our client intake packet.

Intellectual Property

All content on this Site – including text, graphics, logos, and images – is the property of Imagination ABA Therapy LLC or its licensors and is protected by applicable intellectual property laws. You may not reproduce, distribute, or create derivative works from this content without our prior written permission.

Third-Party Links

This Site may contain links to third-party websites (such as Psychology Today, social media platforms, or insurance provider portals) for your convenience. We do not control and are not responsible for the content, policies, or practices of any third-party site.

Disclaimer of Warranties

This Site is provided "as is" without warranties of any kind, express or implied. We do not guarantee that the Site will be uninterrupted, error-free, or free of viruses or other harmful components.

Limitation of Liability

To the fullest extent permitted by law, Imagination ABA Therapy LLC shall not be liable for any indirect, incidental, or consequential damages arising from your use of, or inability to use, this Site.

Governing Law

These Terms are governed by the laws of the State of New Jersey, without regard to its conflict of law principles.

Changes to These Terms

We may update these Terms of Use from time to time. Continued use of the Site after changes are posted constitutes acceptance of the revised Terms.

Contact Us

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Accessibility Statement

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Imagination ABA Therapy LLC is committed to ensuring digital accessibility for people of all abilities. We are continually working to improve the accessibility and usability of our website, imaginaba.com, for everyone, including individuals with disabilities.

Our Efforts

We aim to meet or exceed the requirements of the Web Content Accessibility Guidelines (WCAG) 2.1, Level AA, and rely in part on the accessibility features built into the Wix platform that hosts our website.

Feedback

If you experience any difficulty accessing content on our website, or if you have suggestions for how we can improve accessibility, please contact us. We take all feedback seriously and will work to address issues promptly.

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Alternative Access

If any part of our website is not accessible to you, we are happy to provide the information you need by phone, email, or in an alternative format upon request.