

Privacy Policy

Effective Date: August 18, 2026

Last Updated: August 18, 2026

At Vital Rhythm Wellness (“Kat Cobb,” “I,” “me,” “my,” or “we”), your privacy matters to me. This Privacy Policy explains how I collect, use, disclose, store, and protect personal information when you visit my website, communicate with me, book a discovery call, purchase or participate in coaching services, or otherwise interact with my business.

I provide health, wellness, lifestyle, nutrition, fasting, fitness, and personal development coaching services. My coaching services are educational and supportive in nature and are not a substitute for medical diagnosis, treatment, or care from a licensed healthcare provider.

By using this website or voluntarily providing personal information to me, you acknowledge the practices described in this Privacy Policy.

1. Information I Collect

Depending on how you interact with my website and services, I may collect the following categories of information:

Information You Provide Directly

You may voluntarily provide information when you:

- Contact me through my website, email, or other communication channels;
- Schedule a discovery call or coaching session;
- Complete an intake form, questionnaire, check-in form, or other coaching form;
- Purchase or enroll in coaching services or programs;
- Participate in coaching sessions;
- Subscribe to email communications or newsletters;
- Respond to surveys or provide feedback; or
- Otherwise communicate with me.

This information may include:

- Name;
- Email address;
- Phone number;
- Billing and payment-related information;
- Age or date of birth;
- General lifestyle information;
- Nutrition and dietary information;
- Fitness and movement information;

- Sleep and stress information;
- Wellness goals;
- Information about fasting practices;
- Menstrual-cycle or reproductive-health information voluntarily provided for wellness coaching purposes;
- Information about health concerns, symptoms, medications, supplements, or medical history that you voluntarily choose to disclose;
- Information regarding habits, relationships, lifestyle, motivation, and personal goals; and
- Other information you voluntarily provide during the coaching process.

Please do not provide medical records, highly sensitive medical information, or other information that is not necessary for your coaching relationship unless specifically requested.

Information Collected Automatically

When you visit my website, certain information may be collected automatically through your browser, hosting provider, analytics tools, cookies, pixels, or similar technologies.

This information may include:

- IP address;
- Browser and device type;
- Operating system;
- Pages visited;
- Referring website;
- Approximate geographic information;
- Date and time of visits;
- Website interactions; and
- Other technical or usage information.

This information is generally used to understand how visitors use my website, maintain website security and functionality, and improve my website and services.

2. How I Use Your Information

I may use personal information for purposes including:

- Providing and administering health and wellness coaching services;
- Preparing for and conducting coaching sessions;
- Understanding your goals and preferences;
- Creating personalized educational and lifestyle recommendations;
- Communicating with you about your coaching relationship;
- Scheduling appointments;
- Processing payments;
- Sending appointment reminders and administrative communications;
- Responding to questions and requests;

- Sending newsletters, educational content, or marketing communications when permitted by law;
- Improving my website, services, programs, and client experience;
- Maintaining business and financial records;
- Preventing fraud, abuse, or unauthorized access;
- Protecting the security and integrity of my website and business;
- Complying with applicable legal obligations; and
- Exercising or defending legal rights.

I will not use your personal or health-related information for purposes materially different from those described in this Privacy Policy without providing appropriate notice or obtaining consent when required.

3. Health and Wellness Information

Because my services involve health and wellness coaching, you may voluntarily provide information that is considered sensitive or health-related.

This may include information about nutrition, fasting, weight-management goals, exercise, sleep, stress, menstrual cycles, lifestyle habits, and other wellness-related topics.

I treat information you provide about your health and wellness as confidential business information and take reasonable measures to protect it.

However, **my coaching business should not be understood to be a HIPAA-covered healthcare provider merely because I am a Registered Nurse or because I provide health-related coaching.** HIPAA's applicability depends on whether an entity meets the federal definition of a covered entity or business associate.

I will not represent that my website or coaching services are "HIPAA compliant" unless that statement is accurate based on my actual business structure, services, and applicable legal requirements.

Regardless of whether HIPAA applies, I understand that health-related information is sensitive and will take reasonable administrative, technical, and physical measures to protect information in my possession.

4. How I Share Information

I do not sell your personal information or health-related information.

I may share information with third-party service providers when reasonably necessary to operate my business and provide services to you. These providers may include services used for:

- Website hosting and maintenance;
- Scheduling and appointment management;
- Video conferencing;

- Email communication and newsletters;
- Payment processing;
- Form and questionnaire collection;
- Customer relationship management;
- Cloud storage;
- Website analytics;
- Security and fraud prevention; and
- Other business administration.

These providers may have access to personal information only as reasonably necessary to perform services on my behalf, subject to their own privacy policies and contractual or legal obligations where applicable.

I may also disclose information:

- When you specifically authorize me to do so;
- When necessary to provide a service you have requested;
- To comply with a valid legal process, court order, subpoena, or governmental request;
- When reasonably necessary to protect my rights, property, safety, or the safety of another person;
- To investigate suspected fraud, abuse, or unlawful activity; or
- As otherwise permitted or required by applicable law.

I do not sell or rent client health information to third parties for their own marketing purposes.

5. Payment Information

If you purchase coaching services, payments may be processed through a third-party payment processor.

I generally do not receive or store your complete credit card number or banking credentials. Payment information is handled by the applicable payment processor according to its own privacy and security practices.

6. Cookies and Similar Technologies

My website may use cookies and similar technologies to:

- Keep the website functioning properly;
- Understand website traffic and usage;
- Remember preferences;
- Improve website performance;
- Analyze marketing effectiveness; and
- Provide relevant website functionality.

You may be able to control cookies through your browser settings. Disabling certain cookies may affect the functionality of portions of the website.

If third-party analytics, advertising, or tracking technologies are used on this website, those providers may collect information according to their own privacy policies.

7. Email Communications and Marketing

If you voluntarily subscribe to my email list, I may send you educational content, wellness information, program announcements, offers, and other communications related to my business.

You may unsubscribe from marketing emails at any time by using the unsubscribe link included in the email or by contacting me directly.

Even if you opt out of marketing communications, I may continue sending necessary transactional or administrative communications related to services you have purchased or requested.

8. Discovery Calls and Coaching Forms

If you schedule a discovery call or enroll in coaching, I may collect information through scheduling forms, discovery questionnaires, intake forms, check-ins, and similar tools.

Information collected through these forms may include personal, lifestyle, nutrition, wellness, and health-related information that you voluntarily provide.

I use this information primarily to determine whether my services are appropriate for you, prepare for coaching, personalize your experience, communicate with you, and administer the coaching relationship.

9. Data Retention

I retain personal information for as long as reasonably necessary to:

- Provide and administer services;
- Maintain appropriate business and financial records;
- Fulfill the purposes described in this Privacy Policy;
- Resolve disputes;
- Enforce agreements; and
- Comply with legal, accounting, or regulatory obligations.

The length of time information is retained may vary depending on the type of information and the reason it was collected.

When information is no longer reasonably necessary for these purposes, I may securely delete, destroy, or anonymize it, subject to applicable legal or business recordkeeping requirements.

10. Data Security

I take reasonable measures designed to protect personal information from unauthorized access, use, alteration, disclosure, or destruction.

However, no website, electronic transmission, cloud storage system, or method of internet communication can be guaranteed to be completely secure.

Accordingly, while I take reasonable precautions to protect your information, I cannot guarantee absolute security.

The FTC recommends that businesses collecting health information maintain reasonable safeguards and ensure that their privacy representations accurately reflect their actual practices.

11. Your Privacy Choices and Rights

Depending on applicable law, you may have rights regarding your personal information, which may include the ability to:

- Request information about personal information I maintain about you;
- Request correction of inaccurate information;
- Request deletion of certain personal information;
- Opt out of marketing communications;
- Withdraw consent where processing is based on consent; and
- Ask questions about how your information is collected or used.

Some requests may be subject to legal or business-recordkeeping exceptions.

To make a privacy-related request, contact me using the information provided in the "Contact" section below.

12. Children's Privacy

My website and coaching services are intended for adults.

I do not knowingly collect personal information from children under the age of 13 through my website.

If I learn that I have unintentionally collected personal information from a child under 13, I will take reasonable steps to delete that information.

13. Third-Party Websites and Services

My website may contain links to third-party websites, platforms, applications, or services.

Examples may include scheduling platforms, social media platforms, payment processors, email services, or other resources.

Once you leave my website or interact directly with a third-party service, that third party's privacy policy and terms may apply. I am not responsible for the privacy, security, or content practices of third-party websites or services.

14. Social Media

I may maintain social media profiles or use social media platforms to communicate with prospective and current clients.

Information you voluntarily post or submit through social media may be visible to others and may be subject to the privacy policies and terms of the applicable platform.

Please do not post private health information, medical information, or other sensitive personal information publicly or in comments, direct messages, or other public-facing areas unless you are comfortable with the applicable platform's privacy practices.

15. Changes to This Privacy Policy

I may update this Privacy Policy from time to time to reflect changes in my business, services, technology, legal requirements, or privacy practices.

When changes are made, I will update the "Last Updated" date at the top of this Privacy Policy.

Your continued use of the website after an updated Privacy Policy becomes effective constitutes your acknowledgment of the updated policy to the extent permitted by law.

16. Texas Privacy Law

Because my business operates in Texas, certain Texas privacy laws may apply depending on the nature and scale of my business and the information I process.

Texas law includes requirements concerning the protection and processing of personal data in certain circumstances, including requirements concerning reasonable administrative, technical, and physical safeguards.

This Privacy Policy is intended to describe my privacy practices transparently, but it does not limit any rights you may have under applicable federal or state law.

17. Contact Me

If you have questions about this Privacy Policy, would like to make a privacy-related request, or have concerns about how your information is handled, please contact:

Vital Rhythm Wellness

Owner: Katherine Cobb

Email: workwithcoachkat@gmail.com

Website: www.vitalrhythmwellness.com

State of Operation: El Paso, Texas, United States

18. Important Notice Regarding Coaching Services

My services are provided as health, wellness, lifestyle, nutrition, fasting, fitness, and personal-development coaching and education.

Although I am a Registered Nurse and have professional healthcare experience, my coaching services are not intended to diagnose, treat, cure, or prevent disease and do not replace individualized medical care from your physician or other appropriately licensed healthcare professional.

Information voluntarily provided during coaching is used to support the coaching relationship and is handled according to this Privacy Policy.

If you have a medical condition, take prescription medication, are pregnant or breastfeeding, have a history of an eating disorder, or have another health concern that could make dietary changes, fasting, exercise, or other lifestyle interventions inappropriate or unsafe, you should consult an appropriate healthcare professional before participating.

Nothing on this website or provided through coaching should be interpreted as medical diagnosis or treatment.

By using this website or voluntarily submitting information to Kat Cobb Health & Wellness Coaching, you acknowledge that you have read and understood this Privacy Policy.