



HopeWay Digital Privacy Policy

Effective Date: April 1, 2026

Purpose

This Digital Privacy Policy (“Policy”) explains how HopeWay (“HopeWay,” “we,” “us,” or “our”) collects, uses, discloses, and safeguards information obtained through our websites and online services (collectively, the “Services”). This Policy applies to information collected through digital channels and does not replace or modify HopeWay’s Health Insurance Portability and Accountability Act (“HIPAA”) Notice of Privacy Practices (“NPP”), which governs how we use and disclose Protected Health Information (“PHI”).

By using the Services, you acknowledge this Policy.

Emergency / Crisis Disclaimer

HopeWay is not an acute psychiatric or medical facility. Do not use our Services (including forms, email, or messages) for emergencies.

If you are experiencing a mental health or medical emergency, call 911 or 988 (Crisis Lifeline) or go to the nearest emergency room.

HIPAA Notice of Privacy Practices

If information submitted through HopeWay’s online services constitutes protected health information, its use and disclosure are governed by HopeWay’s [Notice of Privacy Practices](#).

Information We Collect

A. Information You Provide

We may collect information you voluntarily submit (e.g., through “Contact Us” forms, appointment request forms, or other web forms), such as name, email, phone number, and other information you choose to provide.

B. Information Collected Automatically

When you access the Services, we and our service providers may collect technical information such as IP address, device identifiers, browser type, pages viewed, and interaction data.

C. PHI Submitted Online



If you submit health-related information through the Services, that information may be PHI. The NPP explains how HopeWay may use and disclose PHI and your rights regarding that information.

How We Use Information

We use information collected through the Services to:

1. Respond to requests and provide information you ask for;
2. Support operations of the Services (security, troubleshooting, performance, and improvement);
3. Communicate about scheduling and service-related needs (where applicable);
4. Meet legal, regulatory, and accreditation obligations.

When information is PHI, HopeWay uses/discloses it as described in the NPP (including treatment, payment, health care operations, and appointment reminders).

Sale of Personal Information

HopeWay does not sell personal information collected through its websites, online services, or SMS communications.

HopeWay does not sell personal information as that term is commonly defined under applicable privacy laws.

Cookies, Analytics, and Similar Technologies

We may use cookies and analytics tools to operate, maintain, and improve the Services. You can adjust your browser/device settings to manage cookies; some features may be limited if you disable them.

Third-Party Service Providers

HopeWay may use vendors to host, maintain, or support the Services and related communications. Where vendors perform functions involving PHI on HopeWay's behalf, they must protect confidentiality and are required to safeguard information consistent with applicable obligations (including Business Associate arrangements when required).

Email and Unsecured Communications

Standard email and standard SMS/texting may not be secure. If you choose to communicate with HopeWay using these channels, you acknowledge that communications could be accessed



by unintended parties. (For PHI-related protections and your communication preferences, see “Request that We Change How We Contact You” in the NPP.)

Your Choices and Rights

Depending on the nature of your request and the information involved, you may have rights under the NPP, including:

- Requesting confidential communications (different ways/places of contact)
- Requesting restrictions on certain disclosures (HopeWay is not required to agree in all cases)
- Being notified of certain breaches
- Filing a complaint without penalty

Regulatory / Accreditation Oversight

HopeWay facilities and services may be subject to review by state/federal agencies and accreditation representatives, who may review client health information as required for licensure, complaint investigations, or accreditation activities.

Safeguards and Security

HopeWay uses administrative, technical, and physical safeguards designed to protect information collected through the Services. No method of transmission or storage is fully secure; therefore, we cannot guarantee absolute security.

Changes to This Policy

We may revise this Policy from time to time. Updates will be posted with an updated effective date.

Contact Us / Complaints

For questions about this Policy or digital privacy practices, contact HopeWay at 980.859.2106 or feedback@hopeway.org.