

Privacy Policy

Last updated: July 30, 2025

The Heights Hill Mental Health Service, SBPC, Community Advisory Board (d/b/a Rainbow Heights Club) ("**Rainbow Heights Club**", "**RHC**", "**we**", "**us**", or "**our**") is committed to protecting the privacy and confidentiality of your personal information. This privacy policy ("**Privacy Policy**") explains our practices regarding the collection, use, and disclosure of personal information.

By using our Services (as defined below), you agree that your personal information will be handled as described in this Policy. Your use of our Services and any dispute over privacy is subject to this Policy and our Terms of Use, available at <https://www.rainbowheights.org/terms-of-use>, including their applicable terms governing limitations on damages and the resolution of disputes.

Your Privacy and Our Commitment to Our Donors

RHC will not sell our users' or donors' names or personal information to any other entity nor send mailings to our donors on behalf of other organizations.

Scope

This Policy applies to personal information that we collect or process, including through our website, www.rainbowheights.org ("**Site**"), the services available through our Site or online ("**Services**"), and our offline practices. To the extent any donations are processed through a third-party provider, our donors' financial information will only be used for purposes necessary to process the donation as set out in the separate privacy notice of the payment provider.

PLEASE NOTE THAT THIS PRIVACY POLICY DOES NOT APPLY TO YOUR PROTECTED HEALTH INFORMATION. Notwithstanding the above and independent of how we collect, process, or disclose your personal information, information that is considered "protected health information" (or "PHI") under federal law is treated in accordance with our Notice of Privacy Practices, available here. If you have questions about RHC's use or disclosure of your protected health information, please review our Notice of Privacy Practices. Alternatively, you may contact us using the information provided in the [To Contact Us](#) section.

What Personal Information We Collect

We collect personal information directly from you, from third-party sources, and automatically through your use of the Services. To the extent permitted by applicable law,

we may combine the personal information we collect from publicly available or third-party sources.

Personal Information Collected Directly. While the personal information we collect varies depending upon your use of our Services and our interactions with you, in general, we may collect the following personal information directly from you:

- **Contact Information.** When you contact us, including if you send us a message or sign up to learn more about our Services, we may collect your name, email address, phone number, or other similar identifiers, as well as your message, the nature of your inquiry, and any other information you so choose to provide.
- **Member Information.** During the member sign-up process, we may collect your name, address, similar identifying information, and information about your sexual orientation and gender identity. You may also decide to provide your race and ethnic origin.
- **Communications and Interactions.** When you email, call, or otherwise communicate or interact with us, including if you sign up for our mailing lists, complete forms on our Site, or interact with our social media pages, we may collect and maintain records of your contact details, communications and interactions, your posts or submissions, and our responses, if applicable.
- **Responses and Feedback.** If you participate in surveys or questionnaires conducted by us, such as for member research, to fulfill grant program requirements, or for other similar purposes, we may collect your responses and feedback and any other information you choose to provide.
- **Events and Registration Details.** We may also collect personal information related to your participation in our events and other requests that you submit to us related to our Services. For example, if you register for or attend an event we host or sponsor, we may collect information related to your registration for and participation in such event.

Personal Information Collected from Third Parties. We may also collect and receive certain personal information about you from third-party sources, such as data analytics providers, operating systems and social media platforms, public databases, other RHC members, and third-party providers who provide services or perform functions on our behalf. For example, we may collect your name, contact details, and other similar information from third-party providers to process donations.

In addition, we may collect information about you from social media operators. While using our Services, you may choose to enable sharing information or content through various social media platforms or social networking websites. If you choose to share content or interact with our Services using your social media accounts, we may collect or receive personal information about you that you have provided to that social media platform and social networking website. For example, we may collect information related to your account

and profile, such as your name, username, email, profile picture, public postings, and other similar information available on your social media profile. You should check your privacy settings on each social media platform to better understand how your personal information may be used, disclosed, or otherwise processed by these platforms.

Personal Information Collected Automatically. We may automatically collect or derive personal information about you related to your use of our Services, including through the use of cookies, pixel tags, and other similar technologies. The personal information we may automatically collect includes:

- **Device and Browsing Information.** When you use our Services, we may collect browser type, domain name, page views, access times, date/time stamps, operating system, language, device type, unique ID, Internet service provider, referring and exiting URLs, clickstream data, and other similar device and browsing information.
- **Activities and Usage.** We may also collect activity information related to your use of the Services, such as information about the links clicked, searches, features used, items viewed, time spent within the Services, your interactions with us within the Services, and other similar activity and usage information.
- **Location Information.** We may also collect or derive general location information about you, such as through your IP address

For more information about our use of cookies and other similar technologies, please see the [Cookies and Other Tracking Mechanisms](#) section below.

Purposes for Collection and Processing

Generally, we may collect, use, disclose, and otherwise process the personal information we collect for the following purposes:

- **Services and Support.** To provide and operate our Services, communicate with you about your use of the Services, provide troubleshooting and technical support, and for similar support purposes, respond to your inquiries, fulfill your requests, and otherwise run our day-to-day operations.
- **Analytics and Improvement.** To better understand how RHC users and members access and use the Services and for other research and analytical purposes, such as evaluating and improving the Site, our Services, and general operations, including developing our Services and their features, and for internal quality control and training purposes.
- **Communication.** To respond to your questions, send you requested materials, newsletters, and information and materials regarding our Services and our offerings. We may also use this information to send administrative information to you, for example, information regarding the Services and changes to our terms, conditions, and policies.

- **Marketing.** For marketing and promotional purposes. For example, to send you promotional information about our Services, including information about new offerings.
- **Research and Surveys.** To administer surveys and questionnaires, such as for member research or to fulfill grant program requirements.
- **Planning and Managing Events.** For event planning and other management-related purposes, such as event registration and attendance, connecting you with other event attendees and RHC members, and contacting you about relevant events, webinars, and presentations.
- **Security and Protection of Rights.** To protect the Services and our general operations, our rights and those of our members, stakeholders, and donors, to prevent and detect fraud, unauthorized activities and access, and other misuse of our Site and Services, including where we believe necessary to investigate, prevent or take action regarding illegal activities, suspected fraud, situations involving potential threats to the safety or legal rights of any person or third party, or violations of our Terms of Use.
- **Compliance and Legal Process.** To comply with applicable legal or regulatory obligations, including as part of a judicial proceeding, to respond to a subpoena, warrant, court order, or other legal process, or as part of an investigation or request, whether formal or informal, from law enforcement or a governmental authority.
- **Auditing, Reporting, and Other Internal Operations.** To conduct financial, tax, and accounting audits, audits, and assessments of our operations, including our privacy, security, and financial controls, as well as for risk and compliance purposes. We may also use personal information to maintain appropriate business records and enforce our policies and procedures.
- **General Business and Operational Support.** To assess and implement mergers, acquisitions, reorganizations, bankruptcies, and other organizational transactions such as financings and to administer our organization's accounting, auditing, compliance, recordkeeping, and legal functions.

Disclosures of Personal Information

We may disclose the personal information we collect for the purposes described above and with the following recipients:

- **Grant Providers.** In some circumstances, RHC may receive grant funding from government agencies, foundations, businesses, or individuals to create new programming or expand or maintain existing programming. We may disclose certain information to our grant providers, such as how many members we have, member demographics, and how our members utilize our services. We will never disclose identifiable information to a grant provider; we only disclose aggregated information for this purpose.

- **Vendors and Third-Party Providers.** We may disclose the personal information we collect to vendors and third-party providers who perform functions on our behalf, such as IT and website hosting, marketing research providers, customer support, data storage, data analytics providers, auditors, consultants, and legal counsel.
- **Other RHC Members.** We may collect personal information about you from other RHC members. For example, we may receive a membership referral about you from an RHC member.
- **Third-Party Marketing and Analytics Providers.** We may also disclose your personal information, such as device and browsing information, activities and usage information, and other similar information, to third-party marketing and data analytics providers and other companies that provide marketing or analytics services on our behalf.

We may also disclose your personal information in the following circumstances:

- **In Support of Organizational Transfers.** If we or our affiliates are or may be acquired by, merged with, or invested in by another entity, or if any of our assets are or may be transferred to another entity, whether as part of a bankruptcy, dissolution, or insolvency proceeding or otherwise, we may disclose or transfer the personal information we have collected from you with or to the other entity in accordance with applicable laws. We may also disclose certain personal information as necessary before completing such an organizational transfer, such as a reorganization or restructuring, to lenders, auditors, and third-party advisors, including attorneys and consultants.
- **Compliance and Legal Obligations.** We may also disclose personal information to third parties to the extent required by applicable law and legal obligations. For example, we may disclose information in response to subpoenas, court orders, and other lawful requests by regulators, government entities, and law enforcement, including responding to national security or law enforcement disclosure requirements or as otherwise required by law or legal process.
- **Security and Protection of Rights.** Where we believe doing so is necessary to protect the Services, our rights and property, or the rights, property, and safety of others. For example, we may disclose personal information to (i) prevent, detect, investigate, and respond to fraud, unauthorized activities and access, illegal activities, and misuse of the Services, (ii) situations involving potential threats to the health, safety, or legal rights of any person or third party, or (iii) enforce, detect, investigate, and take action in response to violations of our Terms of Use. We may also disclose personal information related to litigation and other legal claims or proceedings in which we are involved, as well as our internal accounting, auditing, compliance, recordkeeping, and legal functions.
- **Other Disclosures.** We may disclose personal information in other ways not described above that we notify you of or that we obtain your consent for, or that are otherwise authorized or required by law.

Cookies and Other Tracking Mechanisms

We and our third-party providers and service providers use cookies, pixels, local storage objects, log files, and other mechanisms to automatically collect browsing, activity, device, and similar information within our Services. We use this information to, for example, analyze and understand how users access, use, and interact with our Services, to identify and resolve bugs and errors in our Services, to assess, secure, protect, optimize, and improve the performance of our Services, as well as for marketing and analytics purposes, and to personalize content in our Services. To manage your preferences regarding cookies and other similar tracking mechanisms within our Services, please see [Your Privacy Choices](#) below.

Cookies. “Cookies” are alphanumeric identifiers we transfer to your device or browser for record-keeping purposes. Some cookies allow us to make it easier for you to navigate our Services. In contrast, others are used to support the security and performance of the Services or allow us to track aggregate and statistical information about user activity within the Services.

Pixel Tags. Pixel tags (sometimes called web beacons or clear GIFs) are tiny graphics with a unique identifier, similar in function to cookies. While cookies are stored locally on your device or browser, pixel tags are embedded invisibly within web pages and online content. We may use these in connection with our Services to, among other things, track the activities of users and help us manage content and compile usage statistics. We may also use these in our emails to let us know when they have been opened or forwarded, so we can track response rates and gauge the effectiveness of our communications.

Third-Party Analytics and Tools. We use third party tools, such as Google Analytics, which are operated by third party companies. These third-party analytics companies may use cookies, pixels, and other similar tools to collect usage data about our Services in order to provide us with reports and metrics that help us evaluate usage of our Services and improve performance and user experiences. To learn more about Google’s privacy practices, please review the Google Privacy Policy at <https://www.google.com/policies/privacy/> and Google’s privacy disclosures regarding Google Analytics at <https://policies.google.com/technologies/partner-sites>. You can also download the Google Analytics Opt-out Browser Add-on to prevent their data from being used by Google Analytics at <https://tools.google.com/dlpage/gaoptout>.

Do-Not-Track. Currently, our Services do not recognize web browser “Do-Not-Track” requests. You may, however, disable certain tracking as discussed below (e.g., by disabling cookies).

Your Privacy Choices

Managing Your Marketing Preferences. We may send periodic promotional emails or other similar communications to you, in accordance with applicable law. In that case, we will permit you to opt out of these communications by following the instructions provided to you in the communication. If you opt out of receiving promotional content from us, we may still send you communications about your account or any services you have requested or received from us.

Cookie Preferences. We also make available ways for you to manage your preferences regarding cookies and other similar technologies within our Services. Many of these choices are browser- and device-specific, which means that you need to set the preference for each browser and device you use to access our Services. In addition, if you delete or block cookies, you may need to reapply these preferences to each browser and/or device used to access our Services.

Cookie Settings. To prevent cookies from tracking your activity on our Site or visits across multiple websites, you can set your browser to block certain cookies or notify you when a cookie is set. You can also delete cookies. The “Help” portion of the toolbar on most browsers will tell you how to prevent your device from accepting new cookies, how to have the browser notify you when you receive a new cookie, or how to delete cookies. Visitors to our Site who disable cookies will be able to browse the Site, but some features may not function.

Links to Other Websites

Our Services may contain links to third-party websites or features or provide certain third-party connections or integrated services. Any access to and use of such linked websites, features, or third-party services is not governed by this Privacy Policy, but instead is governed by the privacy policies of those third parties. We are not responsible for the information practices of such third parties, including their collection, use, and disclosure of your personal information. You should review the privacy policies and terms for any third parties before proceeding to those websites or using those third-party features or services.

Children's Privacy

Our Services are not designed for children, and we do not knowingly collect personal information from children under the age of thirteen (13). If you are a parent or legal guardian and you believe we have collected your child's information in violation of applicable law, please contact us using the contact information in the [To Contact Us](#) section below.

Security

We have implemented reasonable precautions aimed at protecting the information we collect from loss, misuse, unauthorized access, disclosure, alteration, and destruction. Please be aware that despite our best efforts, no data security measures can guarantee protection.

Changes to Our Privacy Policy

This Privacy Policy is current as of the last updated date set forth above. We may change this Privacy Policy from time to time, so please be sure to check back periodically. We will post any updates to this Privacy Policy on this page. If we make material changes to how we collect, use, or disclose the personal information we have previously collected about you, we will endeavor to provide you prior notice, such as by emailing you or posting prominent notice on our Site or within the Services.

To Contact Us

If you have any questions or concerns or want further clarification, please email us at info@rainbowheights.org or write us at Privacy Policy, Rainbow Heights Club, 25 Elm Place, 6th Floor, Brooklyn, NY 11201.