

## **Website Privacy Policy**

**Effective Date: September 2026**

High Peaks Hospice respects the privacy of visitors to our website. This Privacy Policy explains what information may be collected when you visit [highpeakshospice.org](http://highpeakshospice.org), how we use that information, and the choices available to you regarding website tracking technologies.

### **Information You Provide**

When you voluntarily contact High Peaks Hospice through our website, we may collect information such as your:

- name;
- email address;
- telephone number; and
- information you choose to include in a message.

Our public website forms are not designed to request or collect medical records, diagnoses, treatment information, or other health information.

We use information submitted through the website to respond to requests, provide information, and communicate with website visitors.

### **Information Collected Automatically**

Like many websites, [highpeakshospice.org](http://highpeakshospice.org) uses technologies that may automatically collect information about how visitors use the site.

This may include:

- IP address;
- browser and device information;
- pages visited;
- links or buttons clicked;
- referring website or traffic source;
- date and time of a visit; and
- general information about interactions with the website.

We use this information to operate and improve the website, understand how visitors find and use our content, measure the effectiveness of our outreach, and maintain website security and performance.

### **Analytics, Meta Pixel and Social Media Tracking**

High Peaks Hospice may use website analytics and social media technologies, including Meta Pixel and similar tools.

These technologies help us understand activities such as:

- how visitors arrive at our website;
- which pages and content are viewed;
- how visitors interact with the website;
- whether outreach or advertising campaigns lead visitors to the website; and
- the general effectiveness of our communications and community-awareness efforts.

These technologies may transmit information such as browser or device information, IP address, pages visited, and website interactions to the companies providing those technologies.

High Peaks Hospice does not use these technologies for the purpose of collecting medical records, diagnoses, treatment information, or other health information submitted through the website.

### **How We Use Website Information**

Information collected through the website may be used to:

- respond to inquiries;
- provide requested information;
- operate and maintain the website;
- understand website usage;
- improve website content and usability;
- measure community outreach and communications;
- measure the effectiveness of digital advertising or social media campaigns; and
- maintain the security and integrity of the website.

High Peaks Hospice does not sell personal information collected through this website for monetary compensation.

### **Cookies and Similar Technologies**

Our website may use cookies, pixels, tags and similar technologies.

Some of these technologies are necessary for normal website operation. Others may be used for analytics or to measure the effectiveness of advertising and social media outreach.

Visitors may be provided with website privacy controls that allow them to manage nonessential tracking technologies.

### **Your Privacy Choices**

Where privacy preference controls are available on our website, visitors may use those controls to manage nonessential cookies and tracking technologies.

Visitors can also adjust browser settings to restrict or delete cookies.

Where required by applicable law, High Peaks Hospice will recognize supported browser-based privacy preference signals, including Global Privacy Control (GPC), for applicable tracking activities.

### **Third-Party Services**

High Peaks Hospice may use third-party service providers to assist with website hosting, analytics, communications, advertising measurement and other website functions.

When these services are used, information necessary to provide those services may be transmitted to the applicable provider.

Third-party providers maintain their own privacy policies and practices.

Our website may also contain links to websites operated by other organizations. High Peaks Hospice is not responsible for the privacy practices of independently operated third-party websites.

### **Security**

High Peaks Hospice takes reasonable administrative and technical measures to protect information collected through its website.

However, no website or Internet transmission can be guaranteed to be completely secure.

### **Changes to This Policy**

We may update this Privacy Policy periodically to reflect changes in our website, technologies, services or privacy practices.

The effective date shown at the top of this page will be updated when material changes are made.

**Contact High Peaks Hospice**

Questions about this Privacy Policy or the privacy practices of our website may be directed to:

High Peaks Hospice

1247 Dix Avenue

Hudson Falls, NY 12839

Phone: 518-891-0606

Email: [admin@highpeakshospice.org](mailto:admin@highpeakshospice.org)