



Homeless Prevention Council Privacy Policy

Effective Date: 09/08/2025

This Privacy Policy explains how the Homeless Prevention Council (HPC) collects, uses, and discloses personal information about our participants, potential participants, and visitors to our website at <https://www.hpccapecod.org/get-help>.

Collection of Personal Information

Information connected directly from you: We may collect personal information directly from you through our website, during initial contact or ongoing conversations, including when you sign up, make purchases, or communicate with us via text messages, to determine eligibility, schedule phone or in-person intakes, and provide follow up support. Personal information we collect directly from you may include first and last name, address, email address, phone number, and any other information provided voluntarily.

Information collected from your device: Our website may use technologies such as cookies, web beacons, pixels, and other similar technologies to automatically collect certain information from your device including, for example, your IP address, date and time of your visit, browser and operating system information, referring website address, and other information about how you interact with the website.

Social media features: Our website includes Social Media Features (such as the Facebook and Instagram buttons). Social Media Features are either hosted by a third party. The third parties that own these Social Media Features may collect your IP address and which page(s) you are visiting on our website and may set a cookie to enable the Feature or Website to function properly. Your interactions with these Social Media Features are governed by the privacy policy of the company providing it.

Information collected from our partners: We may collect personal information about you from our third-party partners and combine it with other information that we collect. Personal information we collect from our partners may include, for example, your first and last name, phone number, and geographic location.

Use of Personal Information

We may use information collected about you for any lawful purpose, including the following:

- To provide confidential and flexible support, including any relevant intake and scheduling request.
- To provide our website, local resources, and hours of operation to you.
- To send text or email messages about events or reminders to respond, unless you reply “STOP” to opt out.
- To comply with the law and to maintain the security of our website; or
- With your consent, or as otherwise disclosed at the time information is collected.

Disclosure of Personal Information

We may share the information we collect with other parties, including the following:

- With Alive5, a third-party service provider, to assist us with making the text line accessible to potential participants to contact Homeless Prevention Council.
- If necessary to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights or the rights of third parties, or to protect the safety or security of any person or entity.
- With your consent or as otherwise disclosed at the time of data collection or sharing.
- No mobile information will be shared with third parties/affiliates for marketing/promotional purposes. All other categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties.
- OPT IN CONSENT: By submitting your phone number, you are authorizing HPC to send you text messages and notifications. Message/data rates apply. Reply STOP to unsubscribe to a message sent from us.
- Your information may be shared with trusted third-party service providers solely for the purpose of operating our business and fulfilling our commitments to you. We do not sell, rent, or share your personal data with third parties for marketing purposes.

We may share information that has been de-identified or aggregated without limitation. However, no identifying information will be shared without prior consent from program participants to ensure confidentiality is maintained.

Our website may offer interactive features, such as the ability to request services. If you disclose information in one of these forums, this information can be viewed, collected, and used by only HPC program staff.

Text Communication Opt-Out Instructions

If you no longer wish to receive text messages from us, you can opt out at any time by replying with the word 'STOP' or 'UNSUBSCRIBE' to the number from which you received the message. Upon receiving your request, we will promptly remove you from our messaging list, and you will no longer receive further text communications from us.

Your Rights and Choices

You have rights regarding the personal information we maintain about you. We also offer you choices about what personal information we collect from you, how we use that

You have the right to:

- You may unsubscribe from our email newsletter or other communications by following the opt-out instructions contained in the email.
- Limit the sharing of your information with third parties.
- Obtain confirmation that we hold personal information about you.
- Request access to and receive information about the personal information we maintain about you.
- Receive copies of the personal information we maintain about you.
- Update and correct inaccuracies in your personal information.
- Have the processing of your personal information restricted or object to the processing of your personal information; and
- Have the information blocked or deleted, as appropriate.

In the event you request the processing of your information be restricted or deleted, it could impact our ability to provide services. However, potential program participants may be able to access services by calling the office directly at 508-255-9667 or emailing info@hpccapecod.org.

To exercise these rights, please contact us as set forth below. You may withdraw any consent you previously provided to us. We will apply your choices going forward.

Information Security

We are committed to ensuring the privacy of your personal information and have established safeguards to help protect such information. For example, to protect your privacy, HPC uses passwords to help verify authorized user identity before granting access anywhere your personal information is stored. Though we strive to ensure the security of your information on our systems, no security measures are perfect or impenetrable and data transmission over the internet cannot be guaranteed to be 100% secure.

Data Protection

The Homeless Prevention Council takes the security of your personal information very seriously. We employ industry-standard security measures, including encryption and secure servers, to protect your data from unauthorized access, alteration, disclosure, or destruction. We continuously monitor our systems to ensure your information is safe and secure, and we are committed to maintaining the highest levels of data protection to safeguard your privacy.

Explicit Non-Sharing of Information

The Homeless Prevention Council is committed to upholding the highest standards of privacy for all personal information collected through our text messaging services. We do not sell, rent, distribute, or trade your personal data to third parties without your explicit consent unless legally required to do so. Any information shared with third parties is exclusively for the purpose of delivering our services to you. We assure you that your data will never be shared with third parties for marketing purposes.

Changes To Privacy Policy

From time to time, HPC may revise its Privacy Policy to address changing technology, security measures and website functionality. Please make sure to review this policy frequently.

How To Contact Us

If you have any questions or comments about this Privacy Policy or our privacy practices, or if you would like us to update information or preferences you provided to us, please contact us at info@hpccapecod.org, or by postal mail at:

The Homeless Prevention Council
8 Main Street | P.O. Box 828
Orleans, MA 02653

SMS TEXTING TERMS AND CONDITIONS

Effective Date: June 02, 2025

By signing up for text messages, you agree to receive informational messages (appointment reminders, account notifications, etc.) from the Homeless Prevention Council at the number provided. Message frequency varies. Msg & data rates may apply. If you require assistance, reply HELP, or you can call 508-255-9667 or email us at help@hpccapecod.org to reach our office. You can opt-out at any time by replying STOP.