



Digital Privacy Policy

Your privacy is very important to us, and the following will inform you of the information that we, Action Behavior Centers, may collect from you, and how it is used. We will do everything possible to protect your information. By using our website, www.actionbehavior.com, you are accepting the practices described in this Policy.

Information Collection

We may collect non-personal information, such as a domain name and IP Address. The domain name and IP address reveals nothing personal about you other than the IP address from which you have accessed our site. We may also collect information about the type of Internet browser you are using, operating system, what brought you to our Website, as well as which of our Web pages you have accessed.

Additionally, if you communicate with us regarding our Website or our services, we will collect any information that you provide to us in any such communication.

We may contact you via email in the future to tell you about specials, new products or services, or changes to this Policy.

Information Use

We use the collected information primarily for our own internal purposes, such as providing, maintaining, evaluating, and improving our services and Website, fulfilling requests for information, and providing customer support.

Cookies

We use “cookies” on this site. A cookie is a piece of data stored on a site visitor’s hard drive to help us improve your access to our site and identify repeat visitors to our site. For instance, when we use a cookie to identify you, you would not have to log in a password more than once, thereby saving time while on our site. Cookies can also enable us to track and target the interests of our users to enhance the experience on our site. If you wish, you may disable cookies via your browser settings.

Short Message Service (SMS) Terms and Conditions

Short Message Service (SMS) text messages is a method of digital communication that ABC may utilize to contact current ABC families or prospective families who are interested in ABA services.



Messaging Costs

Those who opt in to receive text messages acknowledge responsibility for any carrier fees, including data plan charges, messaging charges, toll fees, out-of-area roaming, and other charges. Consent to receive text messages will not be shared.

Opt In

Prospective families will be able to opt in to receiving SMS text messages. Families may receive:

- Information about ABC's services;
- Information about the admission process; and
- Option to unsubscribe

Opt Out

Prospective families who choose not to receive SMS text messages can reply to the delivered message with STOP, UNSUBSCRIBE, QUIT or END to opt out.

Sharing

We will not sell or otherwise provide the information we collect to outside third parties for the purpose of direct or indirect mass email marketing. Additionally, your consent to receive text messages will not be shared with any outside parties for any reason.

We will disclose personal information and/or an IP address, when required by law or in the good-faith belief that such action is necessary to:

- Cooperate with the investigations of purported unlawful activities and conform to the edicts of the law or comply with legal process served on our company
- Protect and defend the rights or property of our Website and related properties
- Identify persons who may be violating the law, the rights of third parties, or otherwise misusing our Website or its related properties

Please keep in mind that whenever you voluntarily disclose personal information online – for example through email, discussion boards, or elsewhere – that information can be collected and used by others. In short, if you post personal information online that is accessible to the public, you may receive unsolicited messages from other parties in return.

Ultimately, you are solely responsible for maintaining the secrecy of your personal information. Please be careful and responsible whenever you are online.



Consent

By using this Website, you consent to the collection and use of information as specified above. If we make changes to our Digital Privacy Policy, we will post those changes on this page. Please review this page frequently to remain up-to-date with the information we collect, how we use it, and under what circumstances we disclose it. You must review the new Digital Privacy Policy carefully to make sure you understand our practices and procedures.

Questions

Questions regarding the Digital Privacy Policy should be directed to the Privacy office at privacy@actionbehavior.com.