# Oaks Integrated Care Website Privacy Policy

Oaks Integrated Care is committed to protecting your privacy and maintaining the trust you place in us. This Website Privacy Policy explains how we collect, use, disclose, and protect information collected through the website, www.oaksintcare.org.

This policy applies only to information collected through this website. It does not apply to information collected through the delivery of healthcare services or other programs. Information related to healthcare services may also be governed by the Health Insurance Portability and Accountability Act (HIPAA) and Oaks Integrated Care's Notice of Privacy Practices.

**Information We Collect**

Depending on how you use the Oaks Integrated Care website, we may collect information that you voluntarily provide, including:

- Name
- Email address
- Phone number
- Mailing address
- Information submitted through contact forms
- Donation information
- Employment application information
- Event registrations
- Other information you choose to provide

We may also automatically collect certain technical information when you visit our website, including:

- IP address
- Browser type

- Device type
- Operating system
- Pages visited
- Date and time of your visit
- Referring website
- General geographic location (such as city or region)
- Website usage information

This information helps us understand how visitors use our website and improve the user experience.

**How We Use Your Information**

We may use information collected through our website to:

- Respond to inquiries and requests
- Provide information about our services and programs
- Process donations or event registrations
- Process employment applications
- Improve our website and user experience
- Measure website performance
- Analyze website traffic and trends
- Communicate with you about Oaks Integrated Care programs, events, or services, when appropriate
- Meet legal or regulatory obligations

**Cookies and Tracking Technologies**

The Oaks Integrated Care website uses cookies and similar technologies to enhance your experience, understand how visitors use our website, remember preferences, and support website performance, analytics, and marketing.

Where required by applicable law, nonessential analytics and advertising technologies are used based on your consent. You can manage your preferences through our cookie consent tool and may change or withdraw your choices at any time.

**Analytics, Advertising, and Marketing Technologies**

To help us understand how visitors use our website, improve website performance, and measure the effectiveness of our communications and outreach, Oaks Integrated Care uses third-party analytics and advertising technologies, including:

- **Google Analytics 4 (GA4):** Helps us understand how visitors use our website, including which pages are visited and how visitors interact with the site, so we can measure website performance and improve content and the user experience.
- **Google Ads:** Helps us measure the effectiveness of online advertising and understand actions visitors take after interacting with an advertisement.
- **Meta Pixel:** Helps us measure the effectiveness of advertising and outreach on Meta platforms, including Facebook and Instagram, and understand how visitors interact with our website after viewing or engaging with an advertisement.
- **TikTok Pixel:** Helps us measure the effectiveness of advertising and outreach on TikTok and understand how visitors interact with our website after viewing or engaging with an advertisement.
- **YouTube Advertising:** Helps us measure the effectiveness of advertising and outreach on YouTube and understand how visitors interact with our website after viewing or engaging with an advertisement.
- **CookieYes:** Helps visitors manage their cookie preferences and provides consent controls for the use of analytics and advertising technologies on our website.
- **Google Tag Manager:** Helps us manage and deploy website analytics and advertising technologies, including tracking tools used to measure website performance and visitor interactions.

These technologies may collect information such as your IP address, browser and device information, pages visited, referring website or advertisement, and interactions with our website. Some information may be transmitted to the third-party provider that operates the technology.

Where required by applicable law, Oaks Integrated Care provides visitors with notice and choices regarding the use of these technologies through our cookie consent tools.

Oaks Integrated Care does not use these technologies to collect Protected Health Information (PHI) through secure or authenticated patient portals or areas intended for individuals receiving healthcare services.

**Embedded Content and Third-Party Services**

Our website may include embedded content or links to third-party services such as:

- YouTube videos
- Social media platforms
- Online payment providers
- Mapping services
- Event registration platforms
- Other third-party applications

These third parties may collect information directly from your browser according to their own privacy policies. Oaks Integrated Care does not control the privacy practices of third-party websites or services and encourages visitors to review their privacy policies.

**Online Forms and Communications**

When you submit information through a website form, email, or other online communication, we use that information only for the purpose for which it was provided, unless otherwise permitted by law.

Call 911 if you or someone else is in immediate danger or needs emergency medical attention. Call or text the 988 Suicide & Crisis Lifeline for 24/7 mental health, suicide or alcohol/drug use support.

**AI Chatbot (Ask Oaks)**

Oaks offers an AI-powered chatbot, Ask Oaks, to help website visitors find general information about our services, resources, and next steps.

When you use Ask Oaks, your questions, chatbot responses, and certain technical information, such as timestamps and session identifiers, are collected and processed by third-party technology providers, including CustomGPT.ai and OpenAI, to generate responses and support the operation and improvement of the chatbot. Authorized Oaks and technology-provider personnel may access conversation records for quality monitoring and improvement.

Chatbot conversations are not used to train AI models.

Please do not enter personal health information, medical records, insurance information, Social Security numbers, or other sensitive personal information into Ask Oaks. The chatbot is not intended for clinical communications or emergencies.

Conversation records are retained for 90 days and then automatically deleted.

For additional information about using Ask Oaks, please review the Ask Oaks Terms of Use.

**Donations and Online Payments**

Online donations and payments may be processed through secure third-party payment providers. Oaks Integrated Care does not store complete credit card information on our website servers. Payment processors maintain their own privacy and security practices.

**Accessibility Tools**

Our website uses UserWay, a third-party accessibility tool that allows visitors to customize their browsing experience and improve access to website content. Accessibility preferences are stored locally in your browser. The service may also process limited technical and usage information to support its functionality. For more information, please review UserWay's Privacy Policy.

**Children's Privacy**

Our website is intended for general audiences. We do not knowingly collect personal information online from children in a manner inconsistent with applicable law. Parents or guardians who believe a child has submitted personal information through our website may contact us to request its removal.

**How We Share Information**

We may share information:

- With service providers that help operate our website or conduct our business
- To process donations, registrations, or requested services
- To comply with legal obligations
- To protect the rights, safety, or security of Oaks Integrated Care, our visitors, or others
- In connection with organizational restructuring or other lawful business activities

We require service providers to appropriately safeguard personal information consistent with applicable laws and contractual obligations.

Oaks Integrated Care does not sell personal information for monetary compensation. We may disclose certain information to service providers and third-party analytics, advertising, and technology providers as described in this policy. Depending on applicable law, certain disclosures may be considered a “sale,” “sharing,” or “targeted advertising” even when no money is exchanged.

**Your Privacy Choices**

Depending on applicable law and your location, you may have the right to:

- Request access to personal information we maintain about you
- Request correction of inaccurate information
- Request deletion of certain personal information
- Withdraw consent where applicable
- Manage cookie preferences
- Opt out of certain communications

To exercise these rights, please contact us using the information below. Some requests may be limited by applicable legal or regulatory requirements.

**Trademarks**

All trademarks, service marks, and logos (collectively, "Trademarks") displayed and used in this website are the property of Oaks Integrated Care or their respective owners. Nothing in this website should be construed as granting any right or license to use any Trademark without the written permission of its owner.

**Data Security**

Oaks Integrated Care uses reasonable administrative, technical, and physical safeguards designed to protect information collected through this website from unauthorized access, disclosure, alteration, or destruction.

**Data Retention**

We retain personal information only as long as reasonably necessary to fulfill the purposes described in this policy, comply with legal obligations, resolve disputes, and enforce our agreements. Retention periods vary depending on the type of information collected and applicable legal requirements.

**HIPAA and Protected Health Information**

This Website Privacy Policy applies only to information collected through our public website. Information collected during the provision of healthcare, behavioral health, or other covered services may be governed by HIPAA and Oaks Integrated Care's Notice of Privacy Practices.

If you are receiving services from Oaks Integrated Care, please refer to the applicable Notice of Privacy Practices for information about how your protected health information may be used and disclosed.

**No Medical Advice Given**

The information on this website is for informational purposes only and is not intended as a substitute for medical professional help, advice, diagnosis or treatment. Always seek the advice of your physician or other qualified health care provider with any questions that you have regarding your medical care.

**Links to Other Websites**

Our website contains links to websites operated by other organizations. Oaks Integrated Care is not responsible for the content, privacy practices, or security of those websites. We encourage visitors to review the privacy policies of every website they visit.

**Changes to This Policy**

We may update this Website Privacy Policy from time to time to reflect changes in our practices, technology, legal requirements, or operational needs. The updated version will be posted on this page with a revised "Last Updated" date.

**Contact Us**

If you have questions about this Website Privacy Policy or our website privacy practices, please contact:

**Oaks Integrated Care**
**Privacy Officer**
770 Woodlane Road
Mount Holly, NJ 08060

**Phone:** (609) 267-5928
**Email:** PrivacyOfficer@oaksintcare.org

**Revised Date:** November 11, 2026