

Privacy Policy

Effective Date: November 1, 2025

Hathaway Brown School ("HBS," "we," "us," or "our") is committed to respecting the privacy of our community members and visitors. This privacy policy outlines how we collect, protect, and use the personal information you provide or that we collect online, as well as our approach to protecting children's privacy. "Personal information" means any information relating to an identified or identifiable person, such as your email address, name, or phone number.

By using our website or other services covered by this Privacy Policy, you are accepting the practices described herein. If our policy practices change in the future, we will notify you by posting our revised privacy policy on our website.

Children's Privacy

HBS is committed to providing a safe and secure online experience for children who visit our website. We are committed to protecting the personal information we collect online.

We will never knowingly request personal information from anyone under the age of 13 without prior verifiable parental consent. With parental consent, we may collect personal information from children under 13, including their name, address, email address, and account details. This information enables us to fulfill requested services, facilitate participation in programs, maintain accurate records, and tailor the website experience to meet the needs of children.

Information We Collect

Voluntary Information: We do not collect personal information from individuals unless they provide it to us voluntarily and knowingly. We collect personal information, such as names, addresses, email addresses, and phone numbers, only when voluntarily submitted by a visitor through forms, surveys, online purchases, or program registration.

Automatic Information: We may automatically collect certain technical information from your computer, including your Internet service provider, IP address, browser type, operating system, pages viewed, and search terms used to reach our website. This information helps us improve and customize our services.

Cookies: We use "cookies" (small text files stored on your computer) and similar technologies to enhance your browsing experience on our website. You can turn off cookies through your browser settings, although some website functionality may be limited.

Mobile Messaging Program

HBS may send text messages (SMS/MMS) to enrolled participants regarding admissions information, school events, fundraising appeals, thank-you notes, pledge reminders, and donor updates. Messages may be sent using automated technology.

Enrollment and Consent: When you opt in to receive SMS/MMS communications from Hathaway Brown School, you consent to receive the messages described above. By providing your mobile number and opting in, you:

- Consent to receive recurring messages from HBS
- Confirm you own or are authorized to use the mobile number
- Understand that message and data rates may apply per your carrier's plan
- Acknowledge that participation is voluntary

Message Frequency and Costs: Message frequency varies but will not exceed 10 messages per month under normal circumstances. HBS does not charge for messages, but standard carrier rates apply according to your wireless plan.

Requirements: You must be at least 16 years old (ages 16-17 require parental permission), have a text-capable device with active messaging service, and understand that service may not be available in all areas. For mobile messaging, we do not collect information from individuals under age 18 without prior verifiable consent from a parent or legal guardian. If we learn such information has been collected inadvertently, we will promptly delete it.

Help and Support: For assistance, reply HELP to any message or email support@parlance.app. Wireless carriers are not liable for delayed or undelivered texts.

How to Opt Out: To stop receiving messages, reply "STOP" to any Hathaway Brown School text message. You may receive one confirmation message, and then no further messages will be sent unless you opt in again. You may also contact us directly at helpdesk@hb.edu.

Participation in our text messaging program is governed by this Privacy Policy and all applicable federal and state laws, including the Telephone Consumer Protection Act (TCPA).

Use and Sharing of Personal Information

We use personal information for general school business purposes, including educational programs, communications, events, fundraising activities, and the specific purposes for which you provided the information. Specifically, we process your information to:

- Send texts and emails you request
- Manage events, pledges, admissions, advancement, or alumnae engagement activities
- Respond to inquiries
- Improve our engagement programs
- Comply with laws and protect our community

Information Sharing: We do not sell personal information to third parties. We may share information with:

- **Service providers** who assist in operating our website or supporting our educational mission, acting on our behalf under contract (e.g., cloud hosting, payment processors)
- **Legal or business transfers:** In the event of legal requirements, business transfers, or during a reorganization, mobile data may be shared with third parties/affiliates
- **Legal compliance:** When required by law or to protect the rights, property, or safety of HBS, our community, or others

All shared data is used solely to deliver the requested communications and services, and service providers are contractually obligated to protect your information.

We Do Not Sell Your Information

We will never sell your personal information, including your mobile opt-in details, to third parties for marketing purposes. Your data is used only for the purposes outlined in this policy.

Google Analytics

Our website utilizes Google Analytics to help us understand how visitors interact with our site. Google may collect information about your web activity and set cookies on your browser. For more information about Google's data practices, visit www.google.com/policies/privacy/partners/.

Marketing and Informational Materials

We may send information, such as newsletters and updates, by email or postal mail when you provide your contact information. If you do not wish to receive these materials, please email us at myhbhelp@hb.edu with your name, mailing address, and email address, and we will remove you from such lists.

Your Rights & Data Security

You may request access, correction, or deletion of your personal information. We implement reasonable safeguards to protect your data but cannot guarantee complete security of internet transmissions. Data is retained only as long as needed for stated purposes or as required by law.

External Links & Content Use

This site may contain links to other third-party (external) sites, which are governed by third-party privacy policies. HBS is not responsible for the privacy policies or content provided by these sites. To republish our content, contact myhbhelp@hb.edu. Use of the HBS logo without permission is prohibited.

Policy Updates

We may update this policy at any time and the list of texting partners below may change. Changes will be posted with a new effective date. Continued use constitutes acceptance.

Contact Us

General Questions: myhbhelp@hb.edu

Mobile Messaging Support (Parlance): Reply "HELP" to any text or email support@parlance.app
Parlance LLC, 830 Glenwood Ave SE, Suite 510-408, Atlanta, GA 30316

Mobile Messaging Support (Finalsite): Reply "STOP" to unsubscribe from all SMS messages. To start receiving messages again, users reply with START. Contact Finalsite at 1-844-322-8109 or 655 Winding Brook Drive, Glastonbury, CT 06033.

Mobile Messaging Support (Remind) Text @STOP to 81010 to block all texts from Remind. To unblock Remind, text any school or class code to 81010. Contact Remind at P.O. Box 1077, San Ramon, CA 94583

Mobile Messaging Support (FinalForms): Reply "STOP" to unsubscribe from all SMS messages. Contact FinalForms at support@finalforms.com

Marketing Opt-Out: Email myhbhelp@hb.edu with your name, address, and email to be removed from mailing lists.

Our website uses Google Analytics. Visit google.com/policies/privacy/partners/ for details.