



Website Privacy Policy

Crisis Pregnancy Center of Northern California, dba NorthState Care Clinic

Effective date: 7/28/2026 | Last updated: 7/28/2026

1. About this policy

Crisis Pregnancy Center of Northern California, doing business as **NorthState Care Clinic** and formerly known as Care Net Redding ("NorthState Care Clinic," "the Clinic," "we," "us," or "our"), is a California nonprofit corporation located at 2021 Victor Ave, Redding, California 96002.

This Website Privacy Policy explains how we handle information collected through **friendsofnscc.org**, **northstatecareclinic.org**, and the online forms and tools we link to from them (together, the "Website").

2. This policy does not cover your health information

Information about your care at the Clinic is governed by our Notice of Privacy Practices, not by this policy.

If you visit the Clinic or receive services from us — a pregnancy test, a limited obstetric ultrasound, options education, parenting support, pregnancy loss support, or any other service — the information we create and keep about that care is handled under our **Notice of Privacy Practices**, which is available on our Website and at the Clinic. That notice explains how your health information is used and disclosed, and what rights you have over it.

This policy covers the **Website**: what our web pages collect from visitors, what our analytics and advertising tools do, and how we handle information you send us through online forms.

Where the two overlap, the Notice of Privacy Practices controls for health information. Nothing in this policy reduces the protections described there or the protections California law gives your medical information.

3. Information we collect through the Website

3.1 Information you provide

- **Appointment requests.** When you schedule an appointment online, you provide your name, contact information, appointment type, preferred time, and anything you enter in the notes field. See Section 4.
- **Donations.** Your name, email address, mailing and billing address, phone number, gift amount and frequency, employer or matching-gift information if you provide it, and any tribute or dedication message. Payment card and bank details are collected and processed by our donation platform; **we do not collect or store full card or account numbers.**
- **Newsletter and volunteer forms.** Your name, contact information, availability, interests, and the responses you give on our volunteer application.
- **Contact and inquiry messages.** Whatever you choose to include when you email us or send us a message.

3.2 Information collected automatically

When you browse the Website, we and our analytics and advertising providers may collect your IP address and the approximate location derived from it, your browser and device type and operating system, the pages you view and links you click, the site or advertisement that referred you, and the date and time of your visit. This is collected using cookies, pixels, tags, and similar technologies. See Section 6.

3.3 Information from others

We may receive aggregate reporting from social media and advertising platforms about how our pages, posts, and ads perform, and information from donors, partner organizations, and referral sources who provide your contact information to us.

4. Online appointment scheduling

Online scheduling is provided through **Acuity Scheduling**, a service of Squarespace, Inc. When you book through it:

- The information you enter goes to us and is stored in Acuity's systems on our behalf, under a contract that requires Acuity to protect it and to use it only to provide the service to us.
- We use it to schedule, confirm, and prepare for your visit, and to reach you about that appointment.
- **We do not send appointment information to Google Analytics, Meta, or any other analytics or advertising provider**, and we do not use the fact that you booked an appointment, or the type of appointment you booked, to target advertising to you.
- We do not add you to donor or fundraising mailing lists because you booked an appointment.

- Once you are seen at the Clinic, the record of your care is handled under our Notice of Privacy Practices.

Please share only what you need to when booking. If you are using a shared or borrowed device, remember that browser history and autofill may retain information; you may prefer to call us at (530) 246-7075 instead.

5. How we use information

- To schedule, confirm, and provide our services
- To respond to your questions, messages, and requests
- To process donations and send acknowledgments and tax receipts
- To communicate with donors, volunteers, and supporters about our work, events, and needs
- To recruit, screen, and coordinate volunteers
- To understand how the Website is used and improve it
- To make people in our service area aware of the free services we offer
- To maintain the security of the Website and prevent fraud and abuse
- To comply with our legal, tax, audit, and grant-reporting obligations

6. Cookies, analytics, and advertising

6.1 Cookies

Cookies are small files placed on your device. We use strictly necessary cookies that make the Website work, analytics cookies that help us understand how it is used, and advertising cookies that help us reach people who may need our services and measure how our outreach performs. You can block or delete cookies through your browser settings; parts of the Website may not work properly if you do.

6.2 Google Analytics

We use **Google Analytics 4**, provided by Google LLC, to understand how visitors find and use the Website. It sets cookies (such as `_ga` and `_ga_*`) and collects your IP address, device and browser characteristics, the pages you view, how you arrived, and how long you stay. This information is transmitted to and stored by Google.

- Google Analytics 4 does not log or store IP addresses; they are used transiently to derive approximate location and are then discarded.
- We do **not** upload names, email addresses, phone numbers, or any other directly identifying information to Google Analytics.
- We have enabled Google Analytics Advertising Features, including Google Signals, Demographics and Interests reporting, and remarketing.

You can learn how Google uses information from sites that use its services at policies.google.com/technologies/partner-sites, opt out using the Google Analytics Opt-out Browser Add-on at tools.google.com/dlpage/gaoptout, and control ad personalization at myadcenter.google.com.

6.3 The Meta pixel and other advertising tools

We use the **Meta pixel**, provided by Meta Platforms, Inc., and Google Ads tags to reach people in our service area who may benefit from our free services, and to measure how our outreach performs. These tools place cookies and collect information about your visit, including pages viewed and IP address, and share it with the platform.

Third-party vendors, including Meta and Google, use cookies and similar identifiers to serve ads based on your prior visits to our Website and other sites. We do not control how those platforms use the information they collect; that is governed by their own privacy policies.

6.4 Where we do not use analytics or advertising tools

We do not run Google Analytics, the Meta pixel, or any other analytics or advertising technology on our online appointment scheduling pages, on appointment confirmation pages, or on any page where you enter information about your health or your reason for seeking care.

We do not create advertising audiences based on appointment activity, and we do not upload client information to any advertising platform.

6.5 Do Not Track and Global Privacy Control

There is no common industry standard for responding to browser "Do Not Track" signals, and we do not currently respond to them. We honor the Global Privacy Control signal where applicable law requires it.

6.6 Your choices

- Google: myadcenter.google.com and adssettings.google.com
- Meta: your Facebook or Instagram ad preferences settings
- Industry-wide: optout.aboutads.info, youradchoices.com, and optout.networkadvertising.org
- Your browser's cookie controls and private browsing mode
- Your device's "Limit Ad Tracking" or "Opt out of Ads Personalization" setting

7. How we share information

We do not sell your personal information, and we do not rent, trade, or exchange donor or client lists. We share information only as follows.

- **Bloomerang, LLC** — our donor database and marketing platform, including the **Kindful** online giving platform, which stores donor and supporter records and sends our email communications

- **Squarespace, Inc. (Acuity Scheduling)** — our online appointment scheduling provider, as described in Section 4
- **Google LLC** — Google Forms, used for our volunteer and newsletter signups, and Google Analytics, as described in Section 6
- **Meta Platforms, Inc.** — advertising, as described in Section 6, and never including appointment, client, or health information
- **Website hosting, email, and technology providers** that operate the Website and our communications
- **Professional advisors** — auditors, accountants, insurers, and attorneys, under obligations of confidentiality
- **Legal and safety recipients** — where required by law, subpoena, or court order, or where we believe in good faith that disclosure is necessary to prevent serious harm to any person
- **With your permission** — for example, if you authorize us to share your story or photograph
- **Aggregate and de-identified information**, which cannot reasonably be used to identify you, shared with funders, partners, and the public

Our service providers are permitted to use the information only to provide services to us.

8. Reproductive and sexual health information under California law

California law gives medical information — including information about pregnancy, pregnancy outcomes, contraception, fertility, and sexual health — protections that go beyond federal law, under the **Confidentiality of Medical Information Act** ("CMIA"), as amended by AB 254 and AB 352.

Consistent with those protections and our own practice:

- We do **not** use or disclose reproductive or sexual health information for marketing or advertising purposes.
- We do **not** disclose it to advertising platforms, analytics providers, or data brokers.
- We do **not** disclose it in response to an out-of-state request, subpoena, or warrant relating to conduct that is lawful in California, except as California law permits or requires.
- We disclose it only with your written authorization, or where California law specifically requires or permits disclosure — for example, mandatory reporting obligations that apply to us.
- Within our records systems, reproductive and sexual health information is kept segregated and access-restricted as California law requires.

If you believe your medical information has been used or disclosed improperly, you may contact us using the information in Section 14, and you may file a complaint with the **California Attorney General** at oag.ca.gov/report or the **California Department of Public Health**.

9. Your choices and rights

Most California and other state comprehensive privacy laws — including the California Consumer Privacy Act — exempt nonprofit organizations, and information covered by the CMIA is separately exempt. Regardless, as a matter of policy we will, on request:

- Tell you what personal information we hold about you and how we use and share it
- Provide you a copy of it
- Correct information that is inaccurate
- Delete information we hold about you
- Stop sending you fundraising, newsletter, or marketing communications

Email info@nscareclinic.org with the subject line "Privacy Request," or call us at (530) 246-7075. We will verify your identity using information we already hold and respond within 45 days. Requests about your **health information or clinical records** are handled under our Notice of Privacy Practices, which describes those rights and how to exercise them.

Some information we must keep — including donation records required for tax and audit purposes and medical records we are required by law to retain. If we cannot fully honor a request, we will explain why. We will not treat you differently because you exercised these rights, and **your access to our services never depends on whether you agree to receive communications from us.**

You can unsubscribe from our email at any time using the link at the bottom of any message. If you have agreed to receive text messages, reply STOP to any message to opt out; message and data rates may apply.

10. How we protect information

We maintain administrative, technical, and physical safeguards designed to protect the information we hold, including encryption of information in transit, individual accounts and access controls, limiting access to staff and volunteers who need it, confidentiality agreements and training for staff and volunteers, and due diligence on the vendors we use. Client and health information is subject to the additional safeguards described in our Notice of Privacy Practices.

No system is completely secure, and we cannot guarantee absolute security. If a breach affects your information, we will notify you and the appropriate authorities as the law requires.

Please do not send health information to us by unencrypted email or through social media messages. Call us instead.

11. Minors

Our Website is not directed to children under 13, and we do not knowingly collect personal information from children under 13 online. If you believe a child under 13 has provided information through the Website, contact us and we will delete it.

Our services are available to minors. California law allows a minor to consent to certain pregnancy-related and sexual health care without a parent's involvement, and where that applies, we handle the minor's health information in accordance with that law and our Notice of Privacy Practices. [Minors seeking services should call or visit the Clinic rather than using our online forms.]

12. Third-party websites

The Website links to services operated by others, including our donation pages, scheduling tool, Google Forms, and social media pages. Those services have their own privacy policies, which govern your use of them. Links are not endorsements.

13. Changes to this policy

We may update this policy. When we do, we will change the "Last updated" date above, and if a change is material we will post a notice on the Website before it takes effect. Changes to how we handle health information are made through our Notice of Privacy Practices.

14. Contact us

NorthState Care Clinic

2021 Victor Ave, Redding, California 96002

Phone: (530) 246-7075

Email: info@nscareclinic.org

For questions about your health information or our Notice of Privacy Practices, ask for our **Privacy Officer**.