

Cumberland Crest House Association

Privacy Policy

Effective Date: February 08, 2026

This Privacy Policy explains how Cumberland Crest House Association (“CCH,” “we,” “us,” or “our”) collects, uses, discloses, and protects information when you visit our website, use our online booking or contact forms, enroll in subscriptions, or otherwise interact with us online (collectively, the “Services”).

By using the Services, you consent to the practices described in this Privacy Policy. If you do not agree, please do not use the Services.

Scope and shared-location notice

Scope: This Privacy Policy applies to information collected through our website and online Services. If you engage with us offline (e.g., in-person, by phone, or via paper forms), additional notices may apply.

Cumberland Crest House is a shared wellness location that may reference or link to independent businesses and practitioners who rent space at our facility. Those independent businesses may have their own privacy practices and policies.

If you book, purchase, or communicate with a specific independent business through an embedded form, scheduling link, or third-party tool, your information may be collected and processed by that business and its service providers under their own policies.

Information we collect

We may collect information that you provide directly to us, information collected automatically when you use the Services, and information from third parties.

1) Information you provide

- Contact details (name, email address, phone number)
- Booking details (appointment dates/times, service selections, and notes you choose to share)
- Communications (messages you send via forms, email, or text/SMS)
- Payment-related details (limited). Payments are processed by third-party payment processors (for example, Stripe via our scheduling/CRM platform such as GoHighLevel). We do not store full payment card numbers.

2) Information collected automatically

- Device and browser information (IP address, device identifiers, browser type, operating system)
- Usage information (pages viewed, links clicked, referring/exit pages, date/time of access)
- Cookies and similar technologies (described below)

3) Information from third parties

We may receive information from service providers that help us operate the Services (hosting, scheduling/CRM, analytics, email/SMS, and payment processing). We use this information only as described in this Privacy Policy.

How we use information

We use the information we collect to:

- Provide and improve the Services (including scheduling and client support)
- Communicate with you (confirmations, reminders, responses to inquiries)
- Process transactions (where applicable) and prevent fraud
- Maintain the safety and security of our systems
- Comply with legal obligations and enforce our policies

Messaging: email and SMS/text

Service-related messages: If you provide a phone number and/or email address, we may send service-related communications such as booking confirmations, reminders, schedule updates, receipts, and customer support communications.

Marketing messages (optional): If you opt in, we may send promotional/marketing messages by email and/or SMS/text.

Your choices:

- Email marketing: use the unsubscribe link in the email or contact us at contact@cumberlandcresthouse.com.
- SMS/text: reply CANCEL to opt out; text us directly for support. Msg & data rates may apply. Msg frequency varies.

Cookies and similar technologies

Cookies are small files placed on your device that help websites function and can improve your experience. We may use cookies and similar technologies (such as pixels and tags) for:

- essential website functionality

- analytics (to understand usage and improve performance)
- advertising/remarketing (only if enabled)

You can control cookies through your browser settings. If you disable cookies, some features of the Services may not function properly.

Analytics and advertising

Analytics (Google Analytics 4): We may use Google Analytics 4 (GA4) to understand how the Services are used and to improve them. GA4 may use cookies or similar technologies to collect information about your use of the Services.

Advertising/remarketing: If we run online advertising, we may use tools such as Google Ads and Meta (Facebook/Instagram) ads, including remarketing and conversion measurement, which may use cookies or similar technologies to show ads to people who have visited our website. You can often control ad personalization through your device settings and through Google and Meta ad preference settings.

How we share information

We do not sell your personal information for money. We may share information:

- Service providers: with vendors that help us operate the Services (website hosting, scheduling/CRM, forms, email/SMS, payment processing, analytics). These providers may use your information only to perform services for us.
- Independent businesses: if you choose to use tools operated by independent businesses/practitioners through our site, your information may be collected by them and their service providers.
- Legal and safety: to comply with law, legal process, or governmental request, or to protect rights, property, and safety.
- Business transfers: in connection with a merger, acquisition, financing, reorganization, or sale of assets.
- With your direction: when you ask us to share information or otherwise consent.

Key service providers (examples)

Depending on which features you use, providers may include:

- Website hosting / forms / scheduling / CRM: GoHighLevel (and integrated vendors)
- Email delivery: GoHighLevel and/or other email delivery providers used by CCH

- SMS/text delivery: GoHighLevel and its integrated SMS providers (such as Twilio), if enabled
- Payments: Stripe (often via GoHighLevel) and/or other processors used by independent businesses
- Analytics: Google Analytics 4 (GA4)
- Embedded widgets/plugins: WordPress plugins, Google Maps, YouTube, reCAPTCHA (if used)

Data retention

We retain personal information for as long as reasonably necessary to provide the Services, maintain business records, comply with legal obligations (such as tax/accounting rules), resolve disputes, and enforce our agreements. When we no longer need information, we will delete or de-identify it where feasible.

Security

We use reasonable administrative, technical, and physical safeguards designed to protect information. However, no method of transmission over the Internet or method of electronic storage is completely secure, and we cannot guarantee absolute security.

Children's privacy

The Services are not directed to children under 13, and we do not knowingly collect personal information from children under 13. If you believe a child has provided personal information to us, please contact us so we can take appropriate steps.

Links to other websites

The Services may contain links to third-party websites or embedded tools (including those operated by independent businesses or practitioners). We are not responsible for the privacy practices of third parties. We encourage you to review their privacy policies before providing information.

Changes to this Privacy Policy

We may update this Privacy Policy from time to time. We will post the updated version on our website and revise the Effective Date. Your continued use of the Services after changes are posted means you accept the updated policy.

Website Disclaimer Policy

Educational Information Only (Not Medical Advice)

The information provided on this website is for general educational and informational purposes only and is not medical, mental health, or legal advice. It is not intended to diagnose, treat, cure, or prevent any disease or condition, and it is not a substitute for consultation with a qualified, licensed

healthcare professional. Always seek the advice of your physician or other qualified provider with questions regarding a medical or mental health condition. Never disregard professional advice or delay seeking it because of something you have read on this website.

Emergency Notice

If you believe you may have a medical or mental health emergency, call 911 or go to the nearest emergency room.

Complementary & Wellness Services

Some services, approaches, or wellness concepts described on this site may be complementary in nature and may have varying levels of scientific support. Individual experiences vary.

No Guarantees / Results Vary

Testimonials, stories, and examples reflect individual experiences and are not a promise or guarantee of results. Your results may differ.

Testimonials & Endorsements

Testimonials on this website are submitted by individuals who have chosen to share their experiences. They represent personal opinions and individual outcomes. Unless explicitly stated, testimonials are not paid endorsements and are not intended to imply typical results.

No Provider-Patient Relationship Created by Website Use

Using this website, submitting a form, or receiving a response does not create a provider–patient, therapist–client, or other professional relationship. Such a relationship is established only through a separate intake/consent process with the specific business or licensed provider you choose.

Contact Forms & Privacy (Please Don't Send Sensitive Information)

Do not submit sensitive medical information (such as detailed medical history, diagnoses, treatment records, or highly personal health information) through website forms or email. If you need to share sensitive information, you will be directed to the appropriate secure process by the provider/business you select. We take reasonable steps to protect information submitted through this site, but no internet transmission is 100% secure.

Third-Party Scheduling & Payments

Appointments, scheduling, and payment may be completed through third-party platforms (including GoHighLevel and other schedulers/payment processors). Those services are governed by their own terms and privacy practices, and Cumberland Crest House is not responsible for the operation, security, or content of third-party websites.

External Links / References

Links or references to third-party websites, products, services, or organizations are provided for convenience and informational purposes only and do not constitute an endorsement, warranty, or guarantee. Cumberland Crest House is not responsible for the content or policies of third-party sites.

In-Person Retail Information

Any product information displayed on this website is provided for general informational purposes. Availability, pricing, and suitability may vary. Please consult staff and, when appropriate, your licensed healthcare provider regarding product use.

Limitation of Liability

To the fullest extent permitted by law, Cumberland Crest House and its owners, affiliates, and representatives shall not be liable for any direct, indirect, incidental, consequential, or special damages arising from your use of (or reliance on) this website or any information provided on it.

Contact us

If you have questions about this Disclosure and Privacy Policy or our privacy practices, contact:

Cumberland Crest House Association

Phone: 501-859-2389

Email: contact@cumberlandcresthouse.com

Mailing Address: 1302 Cumberland Street, Little Rock, AR 72202