

Privacy Policy

Last Updated: August 24, 2026

Cartwheel Care Inc. and its affiliates (“Cartwheel,” “we,” or “us”) provide evidence-based mental health support to school communities, including students, families, and school staff. We offer this website (the “Site”) to provide information to school districts, mental health professionals, and parents and guardians about our team, services, and activities. This Privacy Policy describes the personal information that we collect via the Site, through our forms and communications programs (including our text messaging (SMS) program), and in our other interactions with you outside of mental health services, how we use and share that information, the choices you have, and how you can contact us if you have questions or concerns.

A Note About Protected Health Information

This Privacy Policy does not apply to any information we collect in connection with mental health services. Such information is subject to laws such as the Family Educational Rights and Privacy Act (“FERPA”) and the Health Information Portability and Accountability Act (“HIPAA”) and is outside the scope of this Privacy Policy. Our use of your Protected Health Information is subject to our HIPAA Notice of Privacy Practices, not this Privacy Policy. You may review a copy of our HIPAA Notice of Privacy Practices [here](#). This Privacy Policy does, however, apply to the mobile telephone numbers and text message opt-in and consent data that we collect and maintain to administer our text messaging (SMS) program, as described in the “Text Messaging (SMS)” section below. The content of any text message that constitutes Protected Health Information remains governed by our HIPAA Notice of Privacy Practices.

Personal Information We Collect

Information you provide to us may include:

- **Contact details**, such as your first and last name, email address, mobile telephone number, state and city, job title, and school district, if you choose to provide this information.
- **Communications** that we exchange with you, including when you contact us with questions, feedback, or otherwise.
- **Marketing information**, such as your preferences for receiving communications about our activities, and details about how you engage with our communications.

Automatic data collection. We and our service providers may automatically log information about you, your computer or mobile device, and your interaction over time with our Site, such as:

- **Device data**, such as your computer’s or mobile device’s operating system, manufacturer and model, browser type, IP address, unique identifiers, language settings, mobile device carrier, and general location information such as city, state or geographic area; and
- **Usage data**, such as pages or screens you viewed, how long you spent on a page, browsing history, and access times.

We may collect this information using cookies and other similar technologies. Cookies are text files that websites store on a visitor's device or in the browser for the purpose of helping you navigate between pages efficiently, remembering your preferences, enabling functionality, and helping us understand user activity and patterns.

How We Use Personal Information

We use your personal information for the following purposes:

To provide and improve the Site. This includes:

- Administering, hosting, and operating the Site;
- Communicating with you and responding to any inquiries you may have, including by text message where you have opted in to receive text messages;
- Analyzing your use of the Site to allow us to evaluate and improve the Site and its features; and
- Creating aggregated, de-identified or anonymous statistics, which we may use for lawful business purposes, including for strategic planning.

To market to you. We, our affiliates, or our service providers may send you direct marketing communications as permitted by law, including, but not limited to, sending you newsletters and notifying you of special promotions, offers and events via email. You may opt out of our marketing communications as described in the 'Opt-out of marketing communications' section below.

For compliance and protection, including to enforce any applicable terms and conditions, comply with legal obligations, defend against legal claims or disputes, protect the security and integrity of the Site, and identify and investigate fraudulent, harmful, unauthorized, unethical or illegal activity.

How We Share Personal Information

We do not sell personal information. Notwithstanding anything below, mobile telephone numbers and text messaging opt-in and consent data are never shared with third parties or affiliates for marketing or promotional purposes, as described in the "Text Messaging (SMS)" section below. We may share your personal information with:

Affiliates. Our affiliates, for purposes consistent with this Privacy Policy.

Service providers. Companies and individuals that provide services on our behalf or help us operate our Site or our business (such as hosting, information technology, customer support, email delivery, and website analytics services).

Professional advisors. Professional advisors, such as lawyers, auditors, bankers and insurers, where necessary in the course of the professional services that they render to us.

Authorities and others. Law enforcement, government authorities, and private parties, as we believe in good faith to be necessary or appropriate.

Business transferees. Acquirers and other relevant participants in business transactions (or negotiations for such transactions) involving a corporate divestiture, merger, consolidation, acquisition, reorganization, sale or other disposition of all or any portion of the business or assets of, or equity interests in, Cartwheel or our affiliates (including, in connection with a bankruptcy or similar proceedings).

Text Messaging (SMS)

If you provide us with your mobile telephone number and opt-in to receive text messages from Cartwheel, we may send you text messages such as appointment reminders, scheduling updates and other messages related to Cartwheel services. Our text messaging program is informational: we do not send marketing or promotional text messages through it. Message frequency varies. Message and data rates may apply. You may opt out of text messages at any time by replying STOP to any message you receive from us, or through any other reasonable method, including by contacting us at info@cartwheelcare.org and indicating that you no longer wish to receive text messages. After you opt out, we will send you one final message confirming that you have been unsubscribed. You may reply HELP to any message from us or contact us at info@cartwheelcare.org for assistance. Consent to receive text messages is not a condition of receiving Cartwheel services.

No mobile information will be shared with third parties or affiliates for marketing or promotional purposes. Text messaging originator opt-in data and consent will not be shared with any third parties, except with service providers acting on our behalf (such as our text messaging platform provider) solely to deliver the messages described above. We do not sell mobile telephone numbers or SMS consent data.

Your Choices

Privacy choices. Depending on where you reside, you may have the following rights in relation to personal information we collect via our Site:

- **Information.** You may have the right to obtain information about how we collect, use, and share your personal information. We provide this information within this Privacy Policy.
- **Access, correction and deletion.** You may also have the right to request access to your personal information, to correct personal information that is out of date or inaccurate, or to delete personal information that is no longer needed for a permitted purpose. If you have questions about how we handle your personal information or if you believe your information is inaccurate or has been collected in error, please contact us as provided in the 'Contact Us' section below and we will endeavor to resolve your questions or concerns. Where these rights apply, you are entitled to exercise these rights free from discrimination.
- **Opt out of marketing communications.** You may opt out of marketing-related emails by following the opt-out or unsubscribe instructions in the communication. You may continue to receive service-related and other non-marketing emails.

Limitations. These rights do not apply to information we cannot reasonably associate with you, such as anonymized analytics information about use of our Site.

Google Analytics. We use Google Analytics to help us better understand how people engage with our Site by collecting information and creating reports about how users use our Services. For more information on Google Analytics, click [here](#). For more information about Google's privacy practices, click [here](#). You can opt out of Google Analytics by downloading and installing the browser plug-in available at: <https://tools.google.com/dlpage/gaoptout>.

Do Not Track. Some Internet browsers may be configured to send "Do Not Track" signals to the online services that you visit. We currently do not respond to "Do Not Track" or similar signals. To find out more about "Do Not Track," please visit <http://www.allaboutdnt.com>.

Data Security

We employ a number of technical, organizational and physical safeguards designed to protect the personal information we collect. However, no security measures are failsafe and we cannot guarantee the security of your personal information.

Children

Our Site is not intended for use by children. If we learn that we have collected personal information through our Site from a child under 13 without the consent of the child's parent or guardian as required by law, we will delete it.

Changes to This Privacy Policy

We reserve the right to modify this Privacy Policy at any time. If we make material changes to this Privacy Policy, we will notify you by updating the date of this Privacy Policy and posting it on the Site.

How to Contact Us

You can reach us by email at info@cartwheelcare.org or at the following mailing address:

Cartwheel Care Inc.
700 Massachusetts Ave, 3rd Floor
Cambridge, MA 02139