



Effective Date: June 23, 2026

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SCD Relief Privacy Policy

SCD Relief Inc. (“SCD Relief,” “we,” “us,” or “our”) operates the website www.scdrelief.com (the “Site”). Our mission is to radically uplift the lives of those living with Sickle Cell Disease by providing a holistic and stigma-free digital sanctuary. We are committed to protecting your privacy and being transparent about how we collect, use, and share your personal information.

This Privacy Policy explains our practices regarding the collection, use, disclosure, and protection of personal information when you visit or interact with the Site. It applies to all visitors, users, and others who access the Site (“you” or “your”).

By accessing or using the Site, you acknowledge that you have read and understood this Privacy Policy. If you do not agree with our practices, please do not use the Site. This Privacy Policy is incorporated into and forms part of our Terms of Use, available at www.scdrelief.com/terms (the “Terms of Use”). Capitalized terms not defined here have the meanings given in the Terms of Use.

1. Scope of This Privacy Policy

This Privacy Policy applies to personal information collected through the Site and through any communications you have with us (such as email). It does not apply to information collected by third-party websites, applications, or services that may be linked to or accessible from the Site. We encourage you to review the privacy policies of any third-party sites you visit.

SCD Relief is not a healthcare provider, and use of the Site does not create a physician-patient, therapist-patient, or other healthcare-provider relationship. The Site provides general informational and educational resources related to sickle cell disease relief, awareness, support, and advocacy. Any health-related information you choose to share with us is handled as described in this Privacy Policy.

2. Information We Collect

We may collect the following categories of information, depending on how you interact with the Site:

A. Information You Provide Directly

We collect personal information that you voluntarily provide to us, which may include:

- Name, email address, phone number, or mailing address (for example, if you contact us, submit a question, or sign up for communications, if we make those features available).
- Any content, feedback, suggestions, ideas, personal stories, or other materials you submit through the Site or by other means (“User Submissions”), as described in our Terms of Use.
- **Health-related information:** If you choose to share information about your health, your experience with sickle cell disease, your caregiving activities, or other sensitive topics, we will treat that information with heightened care as described in Section 11 (Sensitive Personal Information) below.
- If we make donation, event registration, or similar features available, we may collect payment or billing information through third-party payment processors. We do not store full payment card numbers on our servers.
- Any other information you choose to provide when communicating with us.

B. Information Collected Automatically

When you visit the Site, certain information may be collected automatically, as described in our Terms of Use. This may include:

- IP address
- Browser type and version
- Operating system
- Referring URLs (the website that directed you to our Site)
- Pages visited on the Site, links clicked, and other interactions with the Site
- Date and time of access
- Device identifiers and general device information
- Approximate geographic location derived from IP address (city or region level)

We and our service providers may use cookies, web beacons, pixels, and similar tracking technologies to collect this information. See Section 8 (Cookies and Tracking Technologies) for more details.

C. Information from Third-Party Sources

We may receive information about you from third-party sources in limited circumstances, such as:

- Analytics providers that help us understand Site traffic and usage patterns.
- If we integrate social media features or plug-ins, the social media platform may provide us with certain profile information in accordance with your settings on that platform.
- Publicly available information, if relevant to our mission and your interaction with us.

We do not purchase personal information from data brokers.

3. How We Use Your Information

We use the personal information we collect for the following purposes:

- To operate, maintain, and improve the Site and our services.
- To provide you with educational and informational content about sickle cell disease, including resources, research developments, community support information, and advocacy materials.
- To respond to your inquiries, feedback, or requests.
- To communicate with you, including sending informational updates or responding to User Submissions (if you have opted in to communications or initiated contact with us).
- To personalize your experience on the Site and present content relevant to your interests.
- To monitor and analyze trends, usage, and activities on the Site for internal purposes, including improving Site functionality and content.
- To detect, investigate, and prevent unauthorized access, fraud, abuse, and other illegal or harmful activities, as well as to protect the security and integrity of the Site.
- To enforce our Terms of Use and other legal rights.
- To comply with applicable laws, regulations, legal processes, or governmental requests.
- To fulfill any other purpose disclosed to you at the time of collection or with your consent.

We do not use your personal information for automated decision-making or profiling that produces legal or similarly significant effects on you.

4. How We Share Your Information

We do not sell your personal information for monetary consideration. We may share your personal information in the following circumstances:

A. Service Providers

We may share personal information with third-party service providers that perform services on our behalf, such as website hosting, data analytics, email delivery, customer support, and security monitoring. These service providers are contractually obligated to use your information only as directed by us and in a manner consistent with this Privacy Policy.

B. Legal Compliance and Protection

We may disclose personal information if we believe in good faith that disclosure is necessary to:

- Comply with applicable law, regulation, legal process, or governmental request.
- Enforce our Terms of Use or other agreements.
- Protect the rights, property, or safety of SCD Relief, our users, or others.
- Detect, prevent, or address fraud, security issues, or technical problems.

C. Business Transfers

If SCD Relief is involved in a merger, acquisition, reorganization, dissolution, or sale of all or a portion of its assets, your personal information may be transferred as part of that transaction. We will notify you via prominent notice on the Site or by email (if we have your email address) of any change in ownership or uses of your personal information.

D. With Your Consent

We may share your personal information for other purposes with your affirmative consent or at your direction.

E. Aggregated or De-Identified Information

We may share aggregated or de-identified information that cannot reasonably be used to identify you, without restriction.

We do not share personal information with third parties for their own direct marketing purposes.

5. Third-Party Links and Services

The Site may contain links to third-party websites, resources, services, or content that are not owned or controlled by SCD Relief, including links to healthcare providers, support groups, research organizations, and external resources. This Privacy Policy does not apply to those third-party sites.

We are not responsible for the content, accuracy, privacy policies, or practices of third-party websites. The inclusion of a link on the Site does not imply our endorsement of the linked site. We strongly encourage you to review the privacy policy and terms of service of every third-party website you visit.

If we make social media features or plug-ins available on the Site, your interactions with those features may be governed by the privacy policy of the social media platform providing the feature.

6. Your Rights and Choices

Depending on your state of residence and applicable law, you may have some or all of the following rights with respect to your personal information:

- **Right to Know/Access:** You may request that we disclose the categories and specific pieces of personal information we have collected about you, the sources of that information, the purposes for which we collected it, and the categories of third parties with whom we shared it.
- **Right to Delete:** You may request that we delete personal information we have collected from you, subject to certain exceptions permitted by law.
- **Right to Correct:** You may request that we correct inaccurate personal information we maintain about you.

- **Right to Opt Out of Sale/Sharing:** You may opt out of the sale or sharing of your personal information for cross-context behavioral advertising. See Section 10 (State Privacy Rights) for details.
- **Right to Limit Use of Sensitive Personal Information:** You may request that we limit the use and disclosure of your sensitive personal information to purposes permitted by law.
- **Right to Data Portability:** Where technically feasible, you may request that we provide your personal information in a portable, readily usable format.
- **Right to Non-Discrimination:** We will not discriminate against you for exercising any of your privacy rights.

To exercise any of these rights, please contact us using the information in Section 16 (Contact Us). We will verify your identity before fulfilling your request and respond within the timeframe required by applicable law. If we cannot verify your identity, we may deny your request.

You may designate an authorized agent to submit a request on your behalf. We may require verification of the agent's authority to act on your behalf and verification of your identity.

If we decline your request, you may appeal our decision by contacting us at the address below and specifying that you wish to appeal. We will respond to your appeal within the timeframe required by applicable law.

7. Data Retention and Deletion

We retain personal information only for as long as reasonably necessary to fulfill the purposes for which it was collected, including to satisfy legal, accounting, or reporting requirements, to resolve disputes, and to enforce our agreements. The retention period depends on factors such as:

- The nature and sensitivity of the information.
- The purposes for which it was collected and processed.
- Applicable legal and regulatory requirements (such as record-keeping obligations).
- Whether retention is needed to establish, exercise, or defend legal claims.

When personal information is no longer needed for any legitimate purpose, we will securely delete or de-identify it in accordance with our data retention practices and applicable law.

Automatically collected information (such as server logs and analytics data) is generally retained for a limited period and then aggregated or deleted.

If you request deletion of your personal information, we will make our best efforts to honor your request subject to any exceptions permitted by applicable law and notify our service providers to delete your information from their systems as well.

8. Cookies and Tracking Technologies

As stated in our Terms of Use, we may use cookies, web beacons, pixels, and similar tracking technologies to collect information about your interactions with the Site.

A. What Are Cookies?

Cookies are small text files placed on your device by a website. They help us recognize your browser, remember your preferences, and understand how you use the Site.

B. Types of Cookies We May Use

- **Strictly Necessary Cookies:** These cookies are essential for the Site to function and cannot be switched off. They are usually set in response to actions you take, such as setting privacy preferences or accessing secure areas.
- **Performance/Analytics Cookies:** If we use analytics services (such as Google Analytics or similar providers), these cookies collect information about how visitors use the Site, such as which pages are visited most often. This information is used to improve Site performance and content.
- **Functional Cookies:** These cookies enable enhanced functionality and personalization, such as remembering your preferences.
- **Targeting/Advertising Cookies:** If we or third-party advertising partners use these cookies, they may be used to deliver content or advertisements relevant to your interests. If such cookies are used, you may have opt-out rights described in Section 10 below.

C. Your Cookie Choices

Most web browsers are set to accept cookies by default. You can usually modify your browser settings to decline cookies or alert you when cookies are being sent. Please note that disabling cookies may affect the functionality of the Site.

If we deploy a cookie consent management tool, you may adjust your preferences through that tool at any time.

For analytics cookies, you may opt out of Google Analytics by installing the Google Analytics Opt-Out Browser Add-on (if applicable). For targeted advertising cookies, you may opt out through the Digital Advertising Alliance (DAA) at optout.aboutads.info or the Network Advertising Initiative (NAI) at optout.networkadvertising.org.

Do Not Track. Some browsers transmit a “Do Not Track” (DNT) or “Global Privacy Control” (GPC) signal. Where required by applicable law, we honor GPC signals as a valid opt-out of the sale or sharing of personal information. For more information about GPC, visit <https://globalprivacycontrol.org>.

9. Security Measures and Breach Notification

A. Our Security Practices

We implement reasonable administrative, technical, and physical safeguards designed to protect your personal information from unauthorized access, use, alteration, disclosure, or destruction. These measures may include:

- Encryption of data in transit (e.g., TLS/SSL).

- Access controls limiting personal information access to authorized personnel on a need-to-know basis.
- Regular review and updating of security practices.
- Secure disposal of personal information that is no longer needed.
- Use of reputable third-party hosting and infrastructure providers with industry-standard security certifications.

No method of transmission over the Internet or electronic storage is 100% secure. While we strive to use commercially reasonable means to protect your personal information, we cannot guarantee its absolute security.

B. Your Responsibilities

You are responsible for maintaining the confidentiality of any credentials or account information (if applicable) and for controlling access to your devices. Please notify us immediately if you believe your information has been compromised.

C. Breach Notification

In the event of a data breach involving your personal information that triggers notification obligations under applicable law, we will notify affected individuals and relevant authorities in accordance with the timing and procedures required by applicable federal and state breach notification laws. Notification may be provided by email, postal mail, or conspicuous posting on the Site, as appropriate under the circumstances.

10. State Privacy Rights

If you are a resident of a state with a comprehensive consumer privacy law, you may have additional rights. This section provides supplemental disclosures required under those laws.

A. California (CCPA/CPRA)

If you are a California resident, the California Consumer Privacy Act, as amended by the California Privacy Rights Act (collectively, the “CCPA”), provides you with specific rights regarding your personal information.

Categories of Personal Information Collected. In the preceding twelve (12) months, we may have collected the following categories of personal information (as defined by the CCPA):

- Identifiers (e.g., name, email address, IP address).
- Internet or other electronic network activity information (e.g., browsing history on the Site, interactions with the Site).
- Geolocation data (approximate, derived from IP address).
- Inferences drawn from the above to create a profile about your preferences.

- Sensitive personal information: health-related information that you voluntarily provide (e.g., information about your experience with sickle cell disease). We limit our use and disclosure of sensitive personal information to purposes permitted under the CCPA.

Sources of Personal Information. We collect personal information from you directly, from your device or browser automatically, and from analytics service providers.

Purposes for Collection. We collect and use personal information for the business and commercial purposes described in Section 3 (How We Use Your Information) above.

Sale and Sharing. We do not sell personal information for monetary consideration. If we use analytics or advertising cookies that share personal information (such as identifiers or internet activity) with third parties for cross-context behavioral advertising purposes, this may constitute “sharing” under the CCPA. You have the right to opt out of such sharing. To opt out, you may:

- Submit a request using the contact information in Section 16 below.
- Use a browser-based Global Privacy Control (GPC) signal, which we will honor as a valid opt-out request where required by law.
- Adjust cookie settings through any cookie consent tool we make available on the Site.

We do not knowingly sell or share the personal information of consumers under 16 years of age.

Retention. We retain personal information for the periods described in Section 7 (Data Retention and Deletion).

Your California Rights. As a California resident, you have the right to:

- Know/access the personal information we have collected about you.
- Delete your personal information.
- Correct inaccurate personal information.
- Opt out of the sale or sharing of your personal information.
- Limit the use and disclosure of sensitive personal information.
- Not be discriminated against for exercising your rights.

To exercise these rights, see Section 6 (Your Rights and Choices) and Section 16 (Contact Us).

Financial Incentives. We do not offer financial incentives for the collection, sale, or deletion of personal information.

Metrics. To the extent required by the CCPA, we will publish annual metrics regarding consumer requests received, complied with, and denied.

B. Virginia (VCDPA), Colorado (CPA), Connecticut (CTDPA), and Other State Laws

If you are a resident of Virginia, Colorado, Connecticut, or another state with a comprehensive consumer privacy law, you may have similar rights, including the right to:

- Confirm whether we are processing your personal data.
- Access your personal data.
- Correct inaccuracies in your personal data.

- Delete your personal data.
- Obtain a copy of your personal data in a portable format.
- Opt out of the processing of personal data for targeted advertising, the sale of personal data, or profiling in furtherance of decisions that produce legal or similarly significant effects.

To exercise these rights, please contact us as described in Section 16 (Contact Us). We will respond within the timeframe required by your state’s applicable law. If we decline your request, you may appeal our decision by contacting us and specifying that you wish to appeal. We will provide information about our appeals process in our response to your initial request.

We process personal data for the purposes described in Section 3. We obtain personal data from the sources described in Section 2. We may share personal data with the categories of recipients described in Section 4. We do not sell personal data for monetary consideration. If analytics or advertising technologies used on the Site constitute targeted advertising or a sale under your state’s law, you may exercise your opt-out right as described above.

11. Sensitive Personal Information

Because SCD Relief focuses on sickle cell disease education, support, and advocacy, you may choose to share health-related information with us, such as your personal experience with sickle cell disease, treatment journeys, or caregiving activities. Under various state privacy laws, health-related information may be classified as “sensitive personal information.”

Our Commitment. We limit our use and disclosure of sensitive personal information to purposes that are:

- Necessary to provide the services or content you have requested.
- Consistent with what a reasonable person would expect given the context in which the information was provided.
- Otherwise permitted under applicable law.

We do not use sensitive personal information for purposes of inferring characteristics about you beyond what is necessary for the purposes described above. You have the right to limit the use and disclosure of your sensitive personal information as described in Section 6 (Your Rights and Choices).

HIPAA Notice. SCD Relief is not a healthcare provider, health plan, or healthcare clearinghouse, and is generally not a “covered entity” or “business associate” under the Health Insurance Portability and Accountability Act (“HIPAA”). Accordingly, health-related information you voluntarily share on or through the Site is generally not “protected health information” (PHI) under HIPAA. However, we treat all health-related information you provide with heightened care and apply the security and privacy safeguards described in this Privacy Policy. If SCD Relief enters into an arrangement in which it acts as a business associate of a HIPAA-covered entity, we will comply with applicable HIPAA requirements with respect to any PHI received in that capacity.

12. Children’s Privacy (COPPA) and Minors

The Site is intended for individuals who are at least eighteen (18) years old or the age of majority in their jurisdiction, whichever is greater. The Site is not directed to children under the age of thirteen (13), and we do not knowingly collect personal information from children under 13.

Minors between the ages of 13 and 18 (or the age of majority in their jurisdiction) may use the Site only with the consent and supervision of a parent or legal guardian, as stated in our Terms of Use.

If we become aware that we have collected personal information from a child under 13 without verifiable parental consent, we will take steps to delete that information promptly. If you believe that we have collected personal information from a child under 13, please contact us immediately using the information in Section 16 (Contact Us).

We do not knowingly sell or share the personal information of consumers under 16 years of age.

13. International Users

The Site is primarily intended for users located in the United States. If you access the Site from outside the United States, please be aware that your information may be transferred to, stored, and processed in the United States, where our servers and central database are located. The data protection laws of the United States may differ from those of your jurisdiction.

By using the Site, you consent to the transfer of your information to the United States and the processing of your information in accordance with this Privacy Policy. We will take reasonable steps to ensure that your personal information receives an adequate level of protection in the jurisdictions in which we process it.

14. Relationship to the Terms of Use

This Privacy Policy is incorporated into and should be read together with our Terms of Use, available at www.scdrelief.com/terms. Use of the Site is governed by both the Terms of Use and this Privacy Policy.

In the event of a conflict between this Privacy Policy and the Terms of Use with respect to the collection, use, disclosure, or protection of personal information, the provisions of this Privacy Policy will control.

Certain terms used in this Privacy Policy (such as “User Submissions,” “Site,” and “Content”) are defined in the Terms of Use.

For information regarding dispute resolution, governing law, and limitation of liability, please refer to the Terms of Use.

15. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, technologies, legal requirements, or other factors. When we make material changes, we will update the “Last Updated” date at the top of this Privacy Policy and, where required by law, provide you

with additional notice (such as a prominent notice on the Site or an email notification, if we have your email address).

We encourage you to review this Privacy Policy periodically to stay informed about how we are protecting your information. Your continued use of the Site after any changes to this Privacy Policy constitutes your acceptance of the updated policy.

If a change materially reduces your rights or materially expands our use or sharing of previously collected personal information, we will obtain your consent before applying the change to information collected before the effective date, where required by applicable law.

16. Contact Us

If you have any questions or concerns about this Privacy Policy, wish to exercise your privacy rights, or need to submit a complaint, please contact us at:

SCD Relief Inc.

272 Woods Road
Hillsborough, NJ 08844ode]
Email: info@scdrelief.com

Website: [**www.scdrelief.com**](http://www.scdrelief.com)

To submit a verifiable consumer request to know, delete, correct, or opt out, you may:

- Email us at the address above with the subject line “Privacy Request.”
- Write to us at the mailing address above.

We will acknowledge receipt of your request and respond within the timeframe required by applicable law (generally 45 days under the CCPA, with the possibility of a 45-day extension if reasonably necessary). We may need to verify your identity before fulfilling your request. If you have an authorized agent submit a request on your behalf, we may require proof of the agent’s authorization and verification of your identity.

If you are not satisfied with our response to your request, you may contact your state’s attorney general or applicable regulatory authority.