

PRIVACY POLICY – HOPE TBI

Last Updated: 8/01/2026

This Privacy Policy explains how HOPE TBI (“we,” “us,” and “our”) may collect, use, store, disclose, and protect personal information when visitors access <https://www.hopetbi.com> (the “Site”), communicate with us, subscribe to website updates, submit content, or otherwise interact with HOPE TBI.

HOPE TBI is a founder-led educational, advocacy, and peer-support website created and maintained by Caren Robinson. It is not presently a separate legal entity or an assumed name/DBA of Vital Ability, LLC. Vital Ability, LLC is a separate business with its own privacy practices and policies.

For purposes of this Privacy Policy, Caren Robinson is responsible for decisions concerning personal information collected directly through HOPE TBI.

This Privacy Policy should be read together with the HOPE TBI Cookie Policy, Disclaimer, Terms of Use, and any Contributor or Story Release applicable to submitted content. If you do not agree with this Privacy Policy, please do not voluntarily submit personal information through the Site.

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1. INFORMATION WE MAY COLLECT

Information Voluntarily Provided

HOPE TBI may collect information that visitors voluntarily provide, including:

- Name or chosen display name;
- Email address, telephone number, or other contact information;
- Messages submitted through email or contact forms;
- Comments, reviews, testimonials, questions, or feedback;
- Email-subscription information;
- Personal stories, interviews, articles, memorial information, or guest contributions;
- Photographs, artwork, audio recordings, videos, or other media;
- Biographical, family, caregiver, professional, or community information;
- Information provided through contributor releases, permissions, or authorization forms;
- Resource-listing or support-group information; and
- Information associated with voluntary donations or sponsorship inquiries.

Visitors should provide only information that is accurate and that they are authorized to provide.

Health, Injury, Disability, and Other Sensitive Information

Because HOPE TBI shares lived experiences involving brain injury, polytrauma, disability, caregiving, rehabilitation, and recovery, contributors may voluntarily provide information concerning:

- Injuries, symptoms, diagnoses, treatments, medications, rehabilitation, or recovery;
- Physical, neurological, cognitive, behavioral, emotional, or mental-health experiences;
- Disability status or functional limitations;
- Accident, employment, insurance, legal, family, or caregiving circumstances;
- Race, ethnicity, religion, sexual orientation, gender identity, or other personal characteristics; or
- Information about deceased family members or other individuals.

HOPE TBI does not require visitors to provide more sensitive information than is reasonably necessary for the requested interaction. Contributors should not submit medical records, Social Security numbers, insurance identification numbers, financial-account information, passwords, government identification numbers, or other highly confidential information through ordinary email or website forms.

If a submission discusses or identifies another living person, the contributor must have appropriate permission or other lawful authority to provide and publish that person's information.

Information Collected Automatically

When someone visits the Site, HOPE TBI, WordPress, Automattic, connected plugins, or other service providers may automatically collect limited technical information, including:

- IP address;
- Browser type and version;
- Device type and operating system;
- Language or general location information;
- Referring website or link;
- Pages or posts visited;
- Dates, times, and approximate duration of visits;
- Interactions with website features; and
- Security, error, performance, and diagnostic information.

This information is generally used to operate, secure, maintain, and understand use of the Site.

Additional information is provided in the HOPE TBI Cookie Policy.

Information Received From Third Parties

HOPE TBI may receive limited information from third-party services when a visitor:

- Subscribes through WordPress or another email service;
- Comments using a WordPress account;
- Interacts with embedded media or social-media features;
- Uses a donation or payment platform;
- Submits a form managed through a third-party provider; or
- Authorizes a third party to send information to HOPE TBI.

Information collected directly by an external service is also governed by that provider's privacy policy.

2. PUBLIC STORY AND CONTRIBUTOR SUBMISSIONS

Stories, testimonials, photographs, videos, memorials, interviews, guest articles, and similar materials are not published merely because they are submitted. HOPE TBI reviews submissions and requires appropriate permission before publication.

If a submission is accepted for publication, the contributor understands that the approved content may become publicly available on the internet. Public content may be:

- Viewed, shared, downloaded, or quoted by other people;
- Indexed by search engines;
- Displayed in search results;

- Shared through social media;
- Preserved in internet archives or caches; or
- Copied or stored by people or services outside HOPE TBI's control.

HOPE TBI will make reasonable efforts to honor an appropriate request to remove or correct published personal content. However, removing information from HOPE TBI cannot guarantee its removal from search-engine caches, internet archives, social-media posts, screenshots, downloads, quotations, or copies maintained by third parties.

Publishing a contribution does not place it in the public domain. Unless a written agreement states otherwise, contributors retain the ownership rights they possess in their original submissions while granting HOPE TBI the permission described in the applicable Contributor or Story Release.

Contributors should carefully consider what they are comfortable making public before authorizing publication.

3. HIPAA AND HEALTH-INFORMATION NOTICE

HOPE TBI is not a healthcare provider, health plan, healthcare clearinghouse, medical-record system, or secure patient portal. Information voluntarily submitted to HOPE TBI may not be protected by the Health Insurance Portability and Accountability Act of 1996 ("HIPAA") in the same manner as information maintained by a HIPAA-covered healthcare provider or health plan.

Visitors should not use HOPE TBI to transmit confidential medical records or communicate with healthcare professionals about urgent or private treatment matters.

4. HOW WE MAY USE INFORMATION

HOPE TBI may use personal information to:

- Operate, maintain, secure, and improve the Site;
- Respond to questions, messages, resource suggestions, or correction requests;
- Review, edit, format, and publish approved contributor content;
- Communicate with contributors regarding submissions and permissions;
- Moderate comments and community interactions;
- Maintain records of contributor permissions and releases;
- Send requested email subscriptions or website updates;
- Process or document voluntary donations through applicable third-party providers;
- Prevent spam, fraud, misuse, security incidents, or unlawful activity;
- Understand general website use and performance;
- Maintain appropriate administrative, legal, and historical records;
- Comply with applicable legal obligations;
- Protect HOPE TBI, its founder, contributors, visitors, and other individuals; and
- Fulfill another purpose disclosed at the time information is collected or authorized by the individual.

Where required by applicable law, personal information may be processed based on consent, legitimate operational interests, compliance with legal obligations, protection of legal rights, or another recognized legal basis.

5. AI-ASSISTED EDITING AND CONTENT DEVELOPMENT

AI tools may be used under the founder's direct instruction to assist with brainstorming, organization, transcription, proofreading, editing, formatting, writing, or visual development. HOPE TBI will not intentionally provide an unpublished contributor's directly identifying health information or other sensitive personal information to an external generative-AI provider unless:

- The contributor has given appropriate permission;
- The information has been reasonably de-identified; or
- The use is otherwise permitted or required by applicable law.

AI tools do not independently decide whether a personal story, photograph, or other contribution will be published. Publication decisions and final editorial approval remain with the founder.

6. WHEN INFORMATION MAY BE SHARED

HOPE TBI does not sell personal information.

Personal information may be disclosed in the following limited circumstances:

With the Individual's Permission

Information may be published or shared when the individual has requested or authorized the disclosure, including publication of an approved personal story, photograph, testimonial, interview, memorial, or guest contribution.

With Website and Technology Providers

Information may be processed by providers that support website hosting, security, analytics, spam prevention, email subscriptions, forms, media hosting, data storage, technical maintenance, and similar operations. These providers may include WordPress.com, Automattic, connected plugins, email providers, and other technology vendors.

With Volunteers, Moderators, or Contractors

Information may be shared with individuals who reasonably need access to review submissions, administer the Site, moderate content, provide technical support, or perform another authorized function. Access should be limited to what is reasonably necessary.

With Donation or Payment Providers

When a visitor uses an external donation or payment service, the provider processes payment information under its own privacy policy. HOPE TBI may receive limited information such as the donor's name, contact information, contribution amount, transaction date, or message but does not ordinarily receive complete payment-card or bank-account information.

For Legal, Safety, or Protective Purposes

Information may be disclosed when reasonably believed necessary to:

- Comply with applicable law, regulation, subpoena, court order, or lawful governmental request;
- Investigate fraud, abuse, threats, security incidents, or unlawful activity;
- Protect the safety, privacy, rights, or property of HOPE TBI, its founder, contributors, visitors, or other individuals; or
- Establish, exercise, or defend legal rights.

7. RELATIONSHIP WITH VITAL ABILITY, LLC

HOPE TBI and Vital Ability, LLC are separate. Personal information submitted to HOPE TBI will not automatically be transferred to Vital Ability, LLC for marketing or paid-service purposes.

If a visitor follows a link to Vital Ability, requests information about a Vital Ability service, or separately submits information to Vital Ability, the information provided through that interaction is governed by Vital Ability's own Privacy Policy and applicable agreements.

If HOPE TBI proposes to refer or transfer a visitor's personal information directly to Vital Ability, permission will be requested when appropriate.

8. COOKIES, ANALYTICS, AND TRACKING TECHNOLOGIES

HOPE TBI and its technology providers may use cookies and similar technologies to operate, secure, and understand use of the Site. For information about the types of cookies that may be used, their purposes, third-party technologies, and available visitor controls, please review the HOPE TBI Cookie Policy.

9. EMAIL SUBSCRIPTIONS AND COMMUNICATIONS

Visitors may voluntarily subscribe to receive new-post notifications, educational updates, or other communications.

Subscription information may be processed through WordPress, Automattic, or another email provider. Visitors may unsubscribe by using the link included in an applicable email or by contacting HOPE TBI.

Unsubscribing from optional communications may not prevent necessary responses concerning a pending submission, privacy request, rights-holder request, or other direct interaction initiated by the visitor.

10. DATA SECURITY

HOPE TBI uses reasonable administrative, technical, and organizational safeguards appropriate to the nature of the information maintained. Website and communication services may also use security features supplied by WordPress, Automattic, email providers, and other technology vendors.

No website, email service, transmission method, or storage system can be guaranteed to be completely secure. Visitors submit information electronically at their own discretion and should avoid sending highly confidential information through ordinary email or public forms.

11. DATA RETENTION

Personal information is retained only for as long as reasonably necessary for the purpose for which it was collected, to maintain appropriate records, resolve disputes, protect legal rights, or comply with applicable obligations.

Retention periods may vary:

- Contact messages may be retained while the inquiry is handled and for a reasonable period afterward;
- Subscription information may be retained until the individual unsubscribes or the service is discontinued;
- Contributor permissions and releases may be retained for as long as the associated content is published and afterward when reasonably necessary to document publication rights;
- Published stories and media may remain available until removed by HOPE TBI or appropriately withdrawn;
- Donation records may be retained for administrative, tax, accounting, fraud-prevention, or legal purposes; and
- Technical and security records may be retained according to the practices of the applicable technology provider.

Information may remain temporarily in backups, archives, search-engine caches, or third-party systems after deletion from the active Site.

12. INTERNATIONAL DATA PROCESSING

HOPE TBI is operated from Michigan in the United States. Website hosting, email, analytics, media, security, and other providers may process or store information in the United States or other countries.

Privacy laws may differ among jurisdictions. Where applicable, reasonable measures will be used to handle personal information consistently with this Privacy Policy and applicable legal requirements.

13. INFORMATION CONCERNING MINORS

HOPE TBI provides general educational and community information and is not specifically directed to children under 13. HOPE TBI does not knowingly collect personal information directly from a child under 13 without appropriate parental or legal-guardian authorization.

A parent or legal guardian may submit information concerning a minor when legally authorized to do so. Personal stories, photographs, recordings, or other identifiable information concerning a minor will not be knowingly published without appropriate written permission from the minor's parent or legal guardian.

Individuals between 13 and 17 years of age should obtain permission from a parent or legal guardian before submitting a story, photograph, recording, or other personal information for publication.

If HOPE TBI learns that personal information was collected directly from a child under 13 without appropriate authorization, reasonable steps will be taken to delete the information.

Concerns may be reported to hopetbi4ever@gmail.com.

14. PRIVACY RIGHTS AND REQUESTS

Depending on applicable law and the individual's location, a person may have the right to request:

- Confirmation of whether personal information is maintained;
- Access to certain personal information;
- Correction of inaccurate information;
- Deletion of certain information;
- Withdrawal of consent;
- Restriction of or objection to certain processing;
- A copy of certain information in a portable format; or
- An appeal or complaint concerning a privacy decision.

These rights may be subject to legal exceptions. For example, HOPE TBI may retain information that is reasonably necessary to document contributor permission, comply with legal obligations, protect legal rights, prevent fraud, or maintain the integrity of published records.

HOPE TBI may request reasonable information to verify the requester's identity and authority before acting on a privacy request. Authorized representatives may also be required to provide proof of their authority.

Requests should be sent to hopetbi4ever@gmail.com and should identify the information or interaction involved. HOPE TBI will respond within the period required by applicable law.

15. BROWSER PRIVACY SIGNALS

Some browsers and devices provide Do Not Track, Global Privacy Control, cookie-blocking, or similar privacy signals.

Because HOPE TBI does not sell personal information or intentionally use it for cross-context behavioral advertising, some opt-out signals may not apply to its current practices. Recognized privacy signals will be addressed when required by applicable law.

Visitors may also control cookies through the Site's available consent tools and their browser settings.

16. THIRD-PARTY WEBSITES AND SOCIAL MEDIA

HOPE TBI may link to external websites, social-media pages, support groups, donation platforms, or other third-party services. This Privacy Policy does not govern information collected directly by those services.

Interactions occurring through Facebook, WordPress, PayPal, video platforms, social-media services, or other external providers are subject to the provider's own privacy practices. Visitors should review third-party privacy policies before submitting personal information.

17. CHANGES TO THIS PRIVACY POLICY

HOPE TBI may revise this Privacy Policy to reflect changes in website features, information practices, technology providers, legal requirements, or other circumstances.

Any revised policy will be posted on the Site with an updated "Last Updated" date. When required by law or considered appropriate, HOPE TBI may provide additional notice of a material change.

Visitors are encouraged to review this Privacy Policy periodically.

18. CONTACT INFORMATION

Questions, concerns, correction requests, deletion requests, or other privacy inquiries may be directed to:

HOPE TBI

Website: <https://www.hopetbi.com>

Email: hopetbi4ever@gmail.com

Email is not a secure method for transmitting highly sensitive information. Do not include Social Security numbers, payment-card information, passwords, government identification numbers, or complete medical records in an ordinary email.