

Privacy Policy

CALM America (Counseling on Access to Lethal Means)

Website: calmamerica.org

Effective Date: May 22, 2026

Last Updated: May 22, 2026

1. Introduction

CALM America ("we," "us," or "our") operates calmamerica.org (the "Site") and its associated online and in-person training programs in lethal means safety and suicide prevention. We are committed to protecting the privacy and confidentiality of all individuals who visit or use our Site and services.

This Privacy Policy explains what information we collect, how we use it, with whom we share it, and what choices you have. By accessing or using our Site, you agree to the practices described in this policy.

2. Information We Collect

2.1 Information You Provide Directly

We may collect information you voluntarily provide, including:

- Account and registration information: name, email address, job title, organization or employer, professional role (e.g., clinician, counselor, community member), and password when you create an account or register for a training
- Training and course data: your enrollment, progress, quiz and post-test responses, completion status, and certificate information for programs such as the CALM Clinical Workshop, CALM Conversations, the Lethal Means Institute, and Train-the-Trainer Seminars
- Payment information: billing name, address, and payment details for fee-based trainings. Payments are processed securely through a third-party payment processor; we do not store full payment card numbers
- Contact form submissions: messages, questions, or training inquiries submitted through our website contact form
- Organizational information: for organizational or group training arrangements, we may collect the name and contact information of the sponsoring organization and designated administrators

2.2 Information Collected Automatically

When you visit our Site, we may automatically collect:

- Usage data: pages visited, time spent on pages, links clicked, and features accessed
- Device and browser information: IP address, browser type and version, operating system, and device identifiers

- Cookies and similar technologies: session and persistent cookies used to maintain your login session, remember preferences, and analyze Site traffic

2.3 Information from Third-Party Platforms

If you access CALM training content through a third-party learning management system (LMS) or SCORM-compatible platform (i.e., through a healthcare organization or employer), we may receive limited completion and progress data from that platform consistent with the applicable licensing arrangement.

3. How We Use Your Information

We use the information we collect to:

- Provide, operate, and improve our training programs, workshops, and Site;
- Process registrations and enrollments, and facilitate payment for fee-based programs;
- Issue certificates of completion and, where applicable, continuing education (CE) credits;
- Communicate with you about your registration, training progress, or support requests;
- Respond to contact form inquiries and training requests from organizations;
- Send administrative notices and, where you have opted in, updates about CALM trainings and resources;
- Monitor the quality and effectiveness of our training content and measure learning outcomes;
- Comply with legal obligations and maintain records required by accrediting bodies; and
- Detect and prevent fraud or unauthorized use of our services.

We do not sell, rent, or trade your personal information to third parties for their marketing purposes.

4. Disclosure of Your Information

We may share your information in the following limited circumstances:

- Service providers: We share information with trusted vendors who assist us in operating the Site and delivering services (e.g., payment processors, email delivery providers, web hosting services, and analytics providers). These providers are contractually required to use your information only on our behalf and to protect it appropriately.
- Sponsoring organizations: If your training is arranged, funded, or sponsored by your employer or a licensed organization, we may share your enrollment and completion status with authorized administrators of that organization, consistent with the applicable training agreement.
- Accrediting bodies: When CE credits are awarded, we may share required completion data with the relevant accrediting authority.
- Legal requirements: We may disclose information if required by applicable law, regulation, court order, or governmental authority, or to protect the rights, property, or safety of our organization, users, or the public.

- Business transfers: In the event of a merger, acquisition, or transfer of assets, your information may be transferred as part of that transaction under equivalent privacy protections.
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5. Sensitive Nature of Our Content

CALM America provides training on suicide prevention and lethal means safety. We recognize the sensitive nature of this subject matter and take extra care in how we handle information related to it when handling any related information.

This Site is an educational and professional training platform, not a crisis service. We do not collect crisis disclosures or personal mental health information through this Site, and no portion of this Site is designed or intended to serve individuals who are personally experiencing a suicidal crisis.

If you or someone you know is in crisis, please contact:

- 988 Suicide and Crisis Lifeline: Call or text 988 (available 24/7)
 - Crisis Text Line: Text HOME to 741741
 - Emergency Services: Call 911 or go to your nearest emergency room
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6. Data Retention

We retain your account and training records for as long as your account is active or as needed to provide services, satisfy legal obligations, and support accreditation records. Upon request, we will delete or anonymize your personal information, subject to any applicable legal or accreditation-related retention requirements.

7. Security

We implement reasonable administrative, technical, and physical safeguards to protect your information from unauthorized access, disclosure, alteration, or destruction. However, no method of data transmission or storage over the internet is completely secure, and we cannot guarantee absolute security.

8. Cookies

We use cookies and similar technologies to support Site functionality and analyze usage patterns. You may adjust your browser settings to decline cookies, though doing so may affect certain Site features. We do not currently respond to "Do Not Track" signals.

9. Children's Privacy

Our Site and training programs are intended for adult professionals and community members and are not directed towards individuals under 18. We do not knowingly collect personal information from minors. If you believe we have inadvertently collected such information, please contact us, and we will promptly delete it.

10. Your Choices and Rights

You may have rights regarding your personal information, including the right to:

- Access the personal information we hold about you;
- Request correction of inaccurate or incomplete information;
- Request deletion of your information (subject to legal and accreditation retention requirements);
- Opt out of marketing communications at any time by clicking "unsubscribe" in any email or contacting us directly.

To exercise any of these rights, contact us using the information below.

11. Third-Party Links

Our Site may contain links to external websites, partner organizations, or resources. We are not responsible for the privacy practices of those sites and encourage you to review their privacy policies.

12. Changes to This Policy

We may update this Privacy Policy from time to time. When we do, we will revise the "Last Updated" date at the top of this page. Continued use of our Site after any changes constitutes your acceptance of the updated policy.

13. Contact Us

If you have questions or concerns about this Privacy Policy or your personal information, contact us at:

CALM America

206 Snowy Oak Road, Boone, NC 28607

Email: privacy@calmamerica.org

Website: calmamerica.org