

*Updated 10/1/2020*

Shalom Center for T.R.E.E. of Life(Shalom Center) values our site visitors, donors, volunteers, and supporting partners. In respect, Shalom Center maintains the highest level of confidentiality concerning our donors' contact and financial information. All financial transactions including that of personal information online at unitedwayla.org, is covered by this policy and are conducted over secure portals. Access to our data is limited to authorized Shalom Center employees and protected through secure channels.

## **Purpose**

This privacy policy has been compiled to better serve those who are concerned with how their 'Personally Identifiable Information' (PII) is being used online. PII, as described in US privacy law and information security, is information that can be used on its own or with other information to identify, contact, or locate a single person, or to identify an individual in context. Please read our privacy policy carefully to get a clear understanding of how we collect, use, protect or otherwise handle your Personally Identifiable Information in accordance with our website.

## **What personal information do we collect from the people that visit our blog website and how is data collected?**

We are the sole owners of the information collected on this site. We only have access to collect information that you voluntarily give. We will not sell or rent this information to anyone. We will use your information to respond to you, in regards to reasons you contacted us (volunteer interest, non-profit partnership, corporate partnership, specific interests, email sign-up, or donation). Cookies are used to track site performance through our content management system and Google Analytics.

Unless you opt out or unsubscribe, we may contact you via email or sms to tell you about our work, your donation, events, volunteer opportunities, or changes to this privacy policy.

## **When do we collect information?**

We collect information from you when you register on our site, make a donation, subscribe to a newsletter or purposely enter information our site through a contact form or survey.

## **What options do you have to access and control information collected?**

You may opt out of any future contacts from us at any time upon reception of an email or sms message. You may also do the following at any time by contacting us via the email address or phone number given on our website:

- See what data we have about you, if any.
- Change/correct any data we have about you.
- Have us delete any data we have about you.
- Express any concern you have about our use of your data.

## How do we use your information?

We acquire, hold, use, and Process Personal Information about Individuals for a variety of business purposes, including:

- **To Provide Services or Information Requested.** Shalom Center may use information about you to fulfill requests for Services or information, including information about potential or future Services, including to:
  - Generally manage Individual information and Accounts;
  - Respond to questions, comments, and other requests;
  - Provide access to certain areas, functionalities, and features of Shalom Center;
  - Contact you to answer requests for customer support or technical support;
  - Allow you to register for events.
- **Administrative Purposes.** Shalom Center may use Personal Information about you for its administrative purposes, including to:
  - Measure interest in Shalom Center mission work and services;
  - Develop new content and Services;
  - Ensure internal quality control;
  - Verify Individual identity;
  - Communicate about Individual Accounts and activities on Shalom Center Services and systems, and, in Shalom Center discretion, changes to any Shalom Center policy;
  - Send email to the email address you provide to us to verify your Account and for informational and operational purposes, such as Account management, customer service, or system maintenance.
  - Process donations;
  - Process applications and transactions;
  - Prevent potentially prohibited or illegal activities;
  - Enforce our Terms.
- **Marketing Shalom Center Content and Services.** Shalom Center may use Personal Information to provide you with materials about offers, products, and Services that may be of interest, including new content or Services. Shalom Center may provide you with these materials by phone, postal mail, facsimile, or email, as permitted by applicable law. Such uses include:
  - To tailor content, advertisements, and offers;
  - To notify you about content, offers, products, and services that may be of interest to you;
  - To provide Services to you and our sponsors;
  - For other purposes disclosed at the time that Individuals provide Personal Information; or
  - Otherwise with your consent.

You may contact us at any time to opt out of the use of your Personal Information for marketing purposes, as further described below.

- **Research and Development.** We may share aggregated information and non-identifying information with third parties for industry research and analysis, demographic profiling and other similar purposes. We may contract with third parties who provide us with other information about you, which we may then combine with the information we receive from you. We use this information to better provide our Services, to customize our advertisements to you and other donors, and to provide direct marketing to you, including by mail.

From time to time, Shalom Center may perform research (online and offline) via surveys. We may engage Third-Party service providers to conduct such surveys on our behalf. All survey responses are voluntary, and the information collected will be used for research and reporting purposes to help us better serve Individuals by learning more about their needs and the quality of the products and services we provide. The survey responses may be utilized to determine the effectiveness of our Services, various types of communications, advertising campaigns, and/or promotional activities. If an Individual participates in a survey, the information given will be used along with that of other study participants. We may share anonymous Individual and aggregate data for research and analysis purposes.

- **Direct Mail, Email and Outbound Telemarketing.** Individuals who provide us with Personal Information, or whose Personal Information we obtain from Third Parties, may receive periodic emails, newsletters, mailings, text or phone calls from us with information about Shalom Center or our services or upcoming special offers/events we believe may be of interest. We offer the option to decline these communications at no cost to the Individual by following the instructions in Section 6 below.
- **Services via Mobile Devices.** From time to time, Shalom Center may provide Services that are specifically designed to be compatible and used on mobile devices. Shalom Center will collect certain information that your mobile device sends when you use such Services, like a device identifier, user settings, location information, mobile carrier, and the operating system of your device. Mobile versions of Shalom Center Services may require that users log in with an Account. In such cases, information about use of mobile versions of the Services may be associated with Accounts. In addition, Shalom Center may enable Individuals to download an application, widget, or other tool that can be used on mobile or other computing devices. Some of these tools may store information on mobile or other devices. These tools may transmit Personal Information to Shalom Center to enable Individuals to access Accounts and to enable Shalom Center to track use of these tools. Some of these tools may enable users to email reports and other information from the tool. Shalom Center may use personal or non-identifiable information transmitted to Shalom Center to enhance these tools, to develop new tools, for quality improvement and as otherwise described in this Privacy Policy or in other notices Shalom Center provides.
- **Anonymous and Aggregated Information Use.** Shalom Center may use Personal Information and other information about you to create anonymized and aggregated information, such as de-identified demographic information, de-identified location information, information about the computer or device from

which you access Shalom Center Services, or other analyses we create. Anonymized and aggregated information is used for a variety of functions, including the measurement of visitors' interest in and use of various portions or features of the Services. Anonymized or aggregated information is not Personal Information, and Shalom Center may use such information in a number of ways, including research, internal analysis, analytics, and any other legally permissible purposes. We may share this information within Shalom Center and with Third Parties for our or their purposes in an anonymized or aggregated form that is designed to prevent anyone from identifying you.

- **Sharing Content with Friends or Colleagues.** Shalom Center Services may include offering various tools and functionalities. For example, Shalom Center may allow you to forward or share certain content with a friend or colleague, such as an email inviting your friend to use our Services. Email addresses that you may provide for a friend or colleague will be used to send your friend or colleague the content or link you request, but will not be collected or otherwise used by Shalom Center or any other Third Parties for any other purpose.
- **Other Uses.** Shalom Center may use Personal Information for which we have a legitimate interest, such as direct marketing, individual or market research, anti-fraud protection, or any other purpose disclosed to you at the time you provide Personal Information or with your consent.

### **Cookies, Pixel Tags/Web Beacons, Analytics Information, and Interest-Based Advertising**

We, as well as Third Parties that provide content, advertising, or other functionality on our Services, may use cookies, pixel tags, local storage, and other technologies ("Technologies") to automatically collect information through the Services. We use Technologies that are essentially small data files placed on your computer, tablet, mobile phone, or other devices (referred to collectively as a "device") that allow us to record certain pieces of information whenever you visit or interact with our sites, services, applications, messaging, and tools, and to recognize you across devices.

- **Cookies** are small text files placed in visitors' computer browsers to store their preferences. Most browsers allow you to block and delete cookies. However, if you do that, the Site may not work properly.
- **Pixel Tags/Web Beacons.** A pixel tag (also known as a web beacon) is a piece of code embedded on the Site that collects information about users' engagement on that web page. The use of a pixel allows us to record, for example, that a user has visited a particular web page or clicked on a particular advertisement.
- **Social Media Widgets:** Our Website includes social media features such as the Facebook "Like" button and LinkedIn (that might include widgets such as the share this button or other interactive mini-programs). These features may collect your IP address, which page you are visiting on our site, and may set a cookie to enable the feature to function properly. These social media features are either hosted by a Third Party or hosted directly on our Website. Your interactions with these features are governed by the privacy policy of the company providing it.

- We use Google Analytics, a service provided by Google, Inc. (“Google”), to gather information about how users engage with our Services. For more information about Google Analytics, please visit [www.google.com/policies/privacy/partners/](http://www.google.com/policies/privacy/partners/). You can opt out of Google’s collection and processing of data generated by your use of the Services by going to <http://tools.google.com/dlpage/gaoptout>.
- This website uses [LeadsRx marketing attribution](#), a web analytic service whose privacy policy is available at <https://leadsrx.com/privacy>. LeadsRx, Inc. is a software company in the United States and can be reached at: [info@leadsrx.com](mailto:info@leadsrx.com) or LeadsRx, Inc., 220 NW 8th Ave., Portland, OR 97209. LeadsRx uses "cookies", small text files stored on your computer, in order to identify your anonymous visits to this website. The company uses the information gathered, including your IP address, to help improve future marketing efforts. None of your information is sold or shared, and you have the right to request a copy of the information collected about you or to request this information be deleted. Additional information can be found on the LeadsRx website at <https://leadsrx.com/gdpr>.

Our uses of such Technologies fall into the following general categories:

- **Operationally Necessary.** We may use cookies, web beacons, or other similar technologies that are necessary to the operation of our sites, services, applications, and tools. This includes technologies that allow you access to our sites, services, applications, and tools; that are required to identify irregular site behavior, prevent fraudulent activity and improve security; or that allow you to make use of our functions such as creating an account, log-in, profile management, making a donation, shopping-carts, saved search, or similar functions;
- **Performance Related.** We may use cookies, web beacons, or other similar technologies to assess the performance of our websites, applications, services, and tools, including as part of our analytic practices to help us understand how our visitors use our websites, determine if you have interacted with our messaging, determine whether you have viewed an item or link, or to improve our website content, applications, services, or tools;
- **Functionality Related.** We may use cookies, web beacons, or other similar technologies that allow us to offer you enhanced functionality when accessing or using our sites, services, applications, or tools. This may include identifying you when you sign into our sites or keeping track of your specified preferences, interests, or past items viewed so that we may enhance the presentation of content on our sites;
- **Advertising or Targeting Related.** We may use first-party or third-party cookies and web beacons to deliver content, including ads relevant to your interests, on our sites or on third party sites. This includes using technologies to understand the usefulness to you of the advertisements and content that has been delivered to you, such as whether you have clicked on an advertisement.

If you would like to opt out of the Technologies we employ on our sites, services, applications, or tools, you may do so by blocking, deleting, or disabling them as your browser or device permits.

### **Third-party websites, Social Media platforms, and Software Development Kits**

The Site may contain links to other websites and other websites may reference or link to our Site or other microsite Services. These other domains and websites are not controlled by us, and Shalom Center does not endorse or make any representations about Third-Party websites or social media platforms. We encourage our users to read the privacy policies of each and every website and application with which they interact. We do not endorse, screen or approve, and are not responsible for the privacy practices or content of such other websites or applications. Visiting these other websites or applications is at your own risk.

Shalom Center Services may include publicly accessible blogs, community forums, or private messaging features. The Site and our other Services may also contain links and interactive features with various social media platforms (e.g., widgets). If you already use these platforms, their cookies may be set on your device when using our Site or other Services. You should be aware that Personal Information which you voluntarily include and transmit online in a publicly accessible blog, chat room, social media platform or otherwise online, or that you share in an open forum may be viewed and used by others without any restrictions. We are unable to control such uses of your information when interacting with a social media platform, and by using such services you assume the risk that the Personal Information provided by you may be viewed and used by third parties for any number of purposes.

### **How do we protect your information?**

Our website is scanned on a regular basis for security holes and known vulnerabilities in order to make your visit to our site as safe as possible.

We use regular Malware Scanning.

Your personal information is contained behind secured networks and is only accessible by a limited number of persons who have special access rights to such systems, and are required to keep the information confidential. In addition, all sensitive/credit information you supply is encrypted via Secure Socket Layer (SSL) technology.

We implement a variety of security measures when a user places an order enters, submits, or accesses their information to maintain the safety of your personal information.

All transactions are processed through a gateway provider and are not stored or processed on our servers.

### **How UWGLA uses cookies**

When you use and access the Service, we may place a number of cookies files in your web browser.

We use cookies for the following purposes:

- To enable certain functions of the Service
- To provide analytics
- To store your preferences

We use both session and persistent cookies on the Service and we use different types of cookies to run the Service:

- **Essential cookies.** We may use essential cookies to authenticate users and prevent fraudulent use of user accounts.
- **Preferences cookies.** We may use preferences cookies to remember information that changes the way the Service behaves or looks, such as the “remember me” functionality of a registered user or a user’s language preference.
- **Analytics cookies.** We may use analytics cookies to track information how the Service is used so that we can make improvements. We may also use analytics cookies to test new advertisements, pages, features or new functionality of the Service to see how our users react to them.

### **Third-party cookies**

In addition to our own cookies, we may also use various third-parties cookies to report usage statistics of the Service, deliver advertisements on and through the Service, and so on.

### **What are your choices regarding cookies?**

If you’d like to delete cookies or instruct your web browser to delete or refuse cookies, please visit the help pages of your web browser.

Please note, however, that if you delete cookies or refuse to accept them, you might not be able to use all of the features we offer, you may not be able to store your preferences, and some of our pages might not display properly.

For the Chrome web browser, please visit this page from Google:  
<https://support.google.com/accounts/answer/32050>

For the Internet Explorer web browser, please visit this page from Microsoft:  
<http://support.microsoft.com/kb/278835>

For the Firefox web browser, please visit this page from Mozilla:  
<https://support.mozilla.org/en-US/kb/delete-cookies-remove-info-websites-stored>

For the Safari web browser, please visit this page from Apple:  
[https://support.apple.com/kb/PH21411?locale=en\\_US](https://support.apple.com/kb/PH21411?locale=en_US)

For any other web browser, please visit your web browser's official web pages.

Where can you find more information about cookies

You can learn more about cookies and the following third-party websites:

AllAboutCookies: <http://www.allaboutcookies.org/>

Network Advertising Initiative: <http://www.networkadvertising.org/>

### **Third-party disclosure**

We do not sell, trade, or otherwise transfer to outside parties your Personally Identifiable Information.

### **Third-party links**

Occasionally, at our discretion, we may include or offer third-party products or services on our website, such as distribution items. These third-party sites have separate and independent privacy policies. We therefore have no responsibility or liability for the content and activities of these linked sites. Nonetheless, we seek to protect the integrity of our site and welcome any feedback about these sites.

### **Google**

Google's advertising requirements can be summed up by Google's Advertising Principles. They are put in place to provide a positive experience for users.

<https://support.google.com/adwordspolicy/answer/1316548?hl=en>

We have not enabled Google AdSense on our site but we may do so in the future.

### **California Online Privacy Protection Act**



CalOPPA is the first state law in the nation to require commercial websites and online services to post a privacy policy. The law's reach stretches well beyond California to require any person or company in the United States (and conceivably the world) that operates websites collecting Personally Identifiable Information from California consumers to post a conspicuous privacy policy on its website stating exactly the information being collected and those individuals or companies with whom it is being shared. – See more at: <http://consumercal.org/california-online-privacy-protection-act-caloppa/#sthash.0FdRbT51.dpuf>

### **According to CalOPPA, we agree to the following:**

Users can visit our site anonymously.

Once this privacy policy is created, we will add a link to it on our home page or as a minimum, on the first significant page after entering our website.

Our Privacy Policy link includes the word 'Privacy' and can easily be found on the page specified above.

You will be notified of any Privacy Policy changes:

- On our Privacy Policy Page

Can change your personal information:

- By logging in to your account

### **How does our site handle Do Not Track signals?**

We honor Do Not Track signals and do not track, plant cookies, or use advertising when a Do Not Track (DNT) browser mechanism is in place.

### **Does our site allow third-party behavioral tracking?**

Our website uses Google Analytics behavioral tracking, but do not track users' names, email addresses, or other private information unless a user is registered in our system and allows for such information to be utilized. To learn more about this,

### **COPPA (Children Online Privacy Protection Act)**

When it comes to the collection of personal information from children under the age of 13 years old, the Children's Online Privacy Protection Act (COPPA) puts parents in control. The Federal Trade Commission, United States' consumer protection agency, enforces the COPPA Rule, which spells out what operators of websites and online services must do to protect children's privacy and safety online.

We do not specifically market to children under the age of 13 years old.

### **Fair Information Practices**

The Fair Information Practices Principles form the backbone of privacy law in the United States and the concepts they include have played a significant role in the development of data protection laws around the globe. Understanding the Fair Information Practice Principles and how they should be implemented is critical to comply with the various privacy laws that protect personal information.

### **In order to be in line with Fair Information Practices we will take the following responsive action, should a data breach occur:**

We will notify you via email within 1 business day.

We also agree to the Individual Redress Principle which requires that individuals have the right to legally pursue enforceable rights against data collectors and processors who fail to adhere to the law. This principle requires not only that individuals have enforceable rights against data users, but also that individuals have recourse to courts or government agencies to investigate and/or prosecute non-compliance by data processors.

### **CAN-SPAM Act**

The CAN-SPAM Act is a law that sets the rules for commercial email, establishes requirements for commercial messages, gives recipients the right to have emails stopped from being sent to them, and spells out tough penalties for violations.

### **We collect your email address in order to:**

- Process donations and to send information and updates pertaining to made donations.
- Send you additional information related to your donation and/or request for service
- Market to our mailing list or continue to send emails to our clients after the original transaction has occurred.

### **To be in accordance with CAN-SPAM, we agree to the following:**

- Not use false or misleading subjects or email addresses.
- Identify the message as an advertisement in some reasonable way.
- Include the physical address of our business or site headquarters.
- Monitor third-party email marketing services for compliance, if one is used.
- Honor opt-out/unsubscribe requests quickly.
- Allow users to unsubscribe by using the link at the bottom of each email.

**If at any time you would like to unsubscribe from receiving future emails,** follow the instructions at the bottom of each email and we will promptly remove you from **ALL** correspondence.

### **Contacting Us**

If there are any questions regarding this privacy policy, you may contact us using the information below.

[www.shalomcenter.net](http://www.shalomcenter.net)

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