



United Way of Rutherford
& Cannon Counties

Launch Point Privacy Policy:

Introduction

Your privacy is our priority at the United Way of Rutherford and Cannon Counties (UWRCC), and we want donors to be familiar with how we collect, use, disclose and protect information relating to your identification (“Personal Information”). This Privacy Notice describes our practices with information that we acquire about you through our website at (yourlocaluw.org) or that you provide directly to us.

United Way of Rutherford and Cannon Counties can be contacted by email at info@yourlocaluw.org or by phone at 615-893-7303.

1. Collection of Personal Information

a. Information you provide

In some instances, you may provide information directly to us by filling out a form or as part of a phone call or conversation with a representative of UWRCC. For example, if you complete a registration as a donor, you may provide us with your name, contact information, and payment information.

In addition, some elements of our website may ask you to submit Personal Information in order for you to benefit from the specified features or participate in a certain activity, such as a donation or an application for employment. For example, if you register for a user profile on the Site, we may request Personal Information such as your name and contact information. If you register a resume with UWRCC through the site, we may request your Personal Information such as your name, contact information, and relevant professional information. We may combine information you submit through the Site with other information we have collected from you, whether on-line or off-line. We treat the combined information in accordance with this Privacy Notice.

b. Sensitive Information

UWRCC in the normal course of our business do not ask you for racial or ethnic origin, political opinions, religion or other beliefs, health, criminal background, or trade union membership. Where you provide us with such information without request from UWRCC, we reserve the right (but do not have any obligation) to erase any such information at our discretion. There are times when we will need to ask for criminal background checks such as in employment with UWRCC or being involved with activities that involve minors.

c. Information About Minors

The UWRCC website is not intended to acquire information concerning persons under the



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age of 16 and we do not knowingly collect Personal Information online or through other means from persons in this age group. We reserve the right to delete any information identified as having been provided by such persons at our discretion.

d. Passive Information Collection, Use, and Choices

As you navigate our website, certain Personal Information may be passively collected, meaning it is gathered without you actively providing it. This is done using the following techniques in the following ways:

- *IP Addresses:* An IP address is a unique identifier that certain electronic devices use to identify and communicate with each other on the Internet. When you visit our Site, we may view the IP address of the device you use to connect to the Internet. We use this information to determine the general physical location of the device and understand from what geographic regions our website visitors come. We also may use this information to enhance the Site.
- *Through your browser:* Certain information is collected by most browsers, such as your Media Access Control (MAC) address, computer type and operating system type and version screen resolution, and Internet browser type and version.
- *Cookies:* The Site may use “cookies” to help make sure the Site is meeting the needs of its users and to help us make improvements. Cookies are bits of text that are placed on your computer’s hard drive when you visit certain websites. We may use cookies set by us on the Site to tell us, for example, whether you have visited us before or if you are a new visitor. We use third-party cookies set by our service provider, One Each Technology, to collect information about how visitors use the Site, including how long you spend on each page, and how you got to the Site. We do not use data collected by cookies to identify who you are.

You can refuse our use of some or all cookies by turning off the use of cookies in your web browser. If you use your browser settings to block all types of cookies you may not be able to access all or parts of our website or functionality may be limited. You can set your browser to notify you before you receive a cookie, giving you the chance to decide whether to accept it. You can also set your browser to turn off cookies.

Changing your internet browser settings can prevent the use of cookies. Each browser has a different procedure for disabling the use of cookies. The Help function within your browser should tell you how.

You can visit <https://tools.google.com/dlpage/gaoptout> for information on how to opt out of Google Analytics cookies.



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- *Web Beacons/Clear Gifs:* We may employ, and our third party advertising partners may employ, a software technology called web beacons, also referred to as clear gifs or web bugs, that help manage content on the Website by tracking the content that engages users. Clear gifs are tiny graphics with a unique identifier, similar in function to cookies, and are used to track the online movements of Web users. In contrast to cookies, which are stored on a user's computer hard drive, clear gifs are embedded invisibly on Web pages and are about the size of the period at the end of this sentence. We may also use clear gifs in our HTML-based emails to let us know which emails recipients have opened. This allows us to gauge the effectiveness of certain communications and the effectiveness of our marketing campaigns.

2. How We Use the Information We Collect

We use Personal Information for the purposes described in this Privacy Notice and as otherwise described to you at the point of collection.

Specifically, we may use Personal Information from or about you:

- i. to respond to your inquiries and fulfill your requests;
- ii. to process donations and transactions;
- iii. to transmit applications for employment;
- iv. to send you important information regarding our relationship with you or regarding our website, changes to our terms, conditions, and policies, and other administrative information;
- v. if you choose to complete a survey, we may use the information for purposes of evaluating your feedback from the survey;
- vi. for our administrative and development purposes, such as data analysis, audits, recordkeeping, developing new products or services, enhancing the Site, improving our services, identifying Site usage trends, optimizing your experience on the Site
- vii. to ensure compliance with our legal obligations, as described in Section 4 below.

3. Our Disclosure of Your Information

UWRCC does not sell your Personal Information or share your Personal Information with third parties.

4. Uses and Disclosures to Comply with Laws



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We may use and disclose Personal Information we collect as we believe to be necessary or appropriate: (i) under applicable law, including laws outside your country of residence; (ii) to comply with legal process; (iii) to respond to requests from public and government authorities, including public and government authorities outside your country of residence; (iv) to enforce our terms and conditions; (v) to protect our operations or those of any of our affiliates; (vi) to protect our rights, privacy, safety, or property, and/or that of our affiliates, you, or others; and (vii) to allow us to pursue available remedies or limit the damages that we may sustain.

5. Where Your Information is Processed

UWRCC is based in the United States. No matter where you are located, your Personal Information will be collected and processed in the United States. The laws of the United States and other countries governing data protection may not be as comprehensive or as protective as the laws in the country where you live.

6. Security

UWRCC will take reasonable steps to protect the information it collects from loss, misuse, and unauthorized access, disclosure, alteration, or destruction. UWRCC also uses reasonable efforts to ensure that its website is generally available to access information concerning its privacy practices. However, there will be occasions when access to the Site will be interrupted or unavailable. UWRCC will use reasonable efforts to minimize such disruption where it is within its reasonable control. You agree that UWRCC shall not be liable to you for any modification, suspension or discontinuance of our website.

7. Data Retention

We generally retain Personal Information for so long as it may be relevant for the purposes identified in this Privacy Notice, unless a longer period of time is required by law.

8 . Right to Change Privacy Notice

UWRCC reserves the right at any time to modify, alter, or update this Privacy Notice. Please review this policy periodically, and especially before you provide any Personal Information to us. The Privacy Notice was last updated on August 15, 2024. This notice is reviewed every three months for needed updates.

12. Contacting Us

Please feel free to contact us if you have any questions about this Privacy Notice or our information practices. You may contact us as follows:



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615-893-7303

or

info@yourlocaluw.org