

PRIVACY POLICY

REACH Advocacy, Inc. ("REACH," "we," "us," and "our") is committed to protecting the privacy and security of the data of its clients, associates, suppliers, and website visitors. We want you to understand how we collect and use information from our website so you can interact with us with confidence. By using our website ("Site"), you accept and agree to the practices this Privacy Policy describes.

Information We Collect

When you use our Site, we may collect and use personally identifiable information about you, as well as other information. "Personally identifiable information" includes your name, address, email address, and other similar information that can be used to identify you. More specifically, when you use our Site, we may collect the following information:

- Details of your visits to our Site and the resources that you access, including, but not limited to, traffic data, location data, weblogs, and other communication data, including your IP address, browser type, the date and time you accessed or left the Site, and which pages you viewed. Some parts of our Site use cookies, pixel tags (also known as "web beacons"), and other technologies to collect this information about your general internet usage. See the "How We Use Cookies and Pixel Tags" section below to learn more.
- Information you provide directly to us by filling in forms on our Site, including your name, email address, street address, telephone number, or other information.
- Information is provided to us when you communicate with us for any reason, including information you provide in emails you send us or submissions you may make.

How We Use Cookies and Pixel Tags

A "cookie" is a small computer file sent to your computer when you visit a website. When you revisit the website, the cookie allows that site to recognize your browser. Cookies may store user preferences and other information. You can reset your browser to refuse all cookies or to indicate when a cookie is being sent. However, keep in mind that some website features or services may not function properly without cookies.

A pixel tag is a type of technology placed on a website or within the body of an email for the purpose of tracking activity on websites or when emails are opened or accessed. It is often used in combination with cookies.

While we use cookies and pixel tags, we do not track our users across websites or over time.

“Do Not Track” Requests

Our Site currently does not respond to “do not track” or similar signals.

Use of Your Information

We use the information we collect from you primarily to enable us to provide you with information about our work in the best possible manner. In addition, we may use your information for the following purposes:

- To provide you, including via your email address, with information relating to our organization;
- To provide you with updates regarding our projects; and
- To administer our Site, including monitoring and analyzing our Site traffic and usage patterns.

Security

We use commercially suitable physical, electronic, and managerial procedures to safeguard and secure the information we collect on our Site. These procedures include but are not limited to firewalls, encryption, intrusion detection, and Site monitoring. We also restrict access to any personally identifiable information we receive to employees who need access to that information to do their jobs. However, no data protection procedures are entirely infallible. As a result, while we strive to protect your personally identifiable information, we cannot guarantee that it will be 100% secure. Your transmission of your data to our Site thus is done entirely at your own risk.

Sharing Your Information

We may share your personal information with trusted third parties (including advertising networks) or our affiliates to:

- Assist us in providing our services to and communicating with you, including by acting on our behalf to, send postal mail and email, removing repetitive information from customer lists, analyzing data, providing marketing assistance, processing credit card payments, and providing customer assistance; and
- Compile statistics and reports regarding our audience and the users of our Sites.

Such third parties have access to personal information as needed to perform their functions, but they are not allowed to use it for other purposes. We do not sell or rent personal information collected through our Site to anyone.

When you provide us with personal information, we may also use and share your personal information to contact you, including via email, to thank you for providing your request, conducting satisfaction surveys, or other administrative purposes related to your request.

Other Circumstances: We may disclose your personal information to third parties if we are involved in a merger, acquisition, or sale of any or all of our business or our assets to a third party or if we have a good faith belief that disclosure is necessary to:

- comply with applicable laws, regulations, legal processes (such as a subpoena), or enforceable government requests;
- enforce applicable Terms of Service, including investigation of potential violations of such Terms, or to detect, prevent, or otherwise address fraud, security, or technical issues; and
- protect against harm to the rights, property, or safety of REACH, our users, or the public as required or permitted by law.

Third-Party Websites and Social Media Features

Our Site may contain links to other sites, including third parties or business partners. While we seek to link only to sites that share our high standards and respect for privacy, we cannot be responsible for other websites' privacy practices. By accessing other third-party websites or applications through our Site, you consent to the terms and privacy policies of those websites. It is possible that other parties may collect personally identifiable information about your online activities over time and across different websites when you use our Site.

Donations

We are incredibly grateful for any donations. Please visit our [Donor Privacy Policy](#) to learn more about our treatment of your personal information.

When you visit the "Donate" page on our Site, you will be taken to the website of our third-party service provider, Stripe, to process your payment information. Stripe will either collect or have access to your first and last name, zip code, postal address, email address, donation amount, billing information, and payment card information. Please review [Stripe's Privacy Policy](#) to learn about their privacy practices.

International Visitors

Our Site is hosted and operated in the United States ("US"). By using the Site, you are consenting to the transfer of your personal information to the US. If you are accessing our Site from outside the US, please be advised that US law may not offer the same privacy protections as the law of your jurisdiction.

Review and Correction of Your Information

You may review and edit the information we collected about you by contacting us at the addresses below. If your information has been shared with a third party, as described elsewhere in this Privacy Policy, then that third party has received its own copy of your data. If you have been contacted by one of these third parties and wish to correct or delete your information, please contact them directly.

California Privacy Rights

California law allows California residents to ask companies with whom they have an established business relationship to provide certain information about the companies' sharing of personal information with third parties for direct marketing purposes. We do not share any California consumer personal information with third parties for marketing purposes without consent.

California users who wish to request further information about our compliance with this law or have questions or concerns about our privacy practices may contact us using the contact information set forth below.

Users Only of Legal Age of Majority

We do not knowingly collect personal information from children under 13 years old. If you are under 13 years old, do not use or provide any information on this Site or on or through any of its features or provide any information about yourself to us, including your name, address, telephone number, e-mail address, or any screen name or user name you may use.

Privacy Policy Updates

This Privacy Policy was last updated on April 4, 2022.

We update the Privacy Policy from time to time, so please review it regularly. If we materially change our Privacy Policy, we will notify you by contacting you through your provided e-mail address or posting a notice on our Site.

Your continued use of the Site will be deemed your agreement that your information may be used in accordance with the new policy. If you disagree with the changes, you should stop using the Site and notify us that you do not want your information used in accordance with the changes.

Contacting Us

We welcome any questions, comments, or complaints you may have regarding this Privacy Policy. Please do not hesitate to contact us by email at info@reachadvocacy.org by writing to:

Sarah Peters, Board Secretary
PO Box 10845
Rochester, NY 14610