

Privacy Policy

Bettie Brand Mothers' Empowerment Fund, Inc. ("BBMEF") respects your privacy and preferences. This privacy policy (the "Privacy Policy") sets forth the terms under which you share your personal data with BBMEF, how BBMEF collects and uses your data, and your rights with respect to understanding and modifying how it will be collected and used.

I. How does this Privacy Policy apply to you?

Generally: This Privacy Policy applies to the personal data provided to BBMEF when you donate, register for an event, sign up for a newsletter, or otherwise provide us with information via the BBMEF Website located at www.bettiebrand.org, or any other domain names owned or controlled by BBMEF (the "Website"). It also applies to personal data you may provide to BBMEF via telephone, email, regular mail, social media, texting, mobile applications, at a special event, in response to a solicitation or face-to-face.

Minors: It is BBMEF's policy not to solicit knowingly any personally identifiable information from children under the age of 13. Children under 13 are not authorized to donate, sign up for an event or program, or otherwise provide any personally identifiable information without consent from a parent or legal guardian.

II. Why do we hold and process personal data?

BBMEF may request from you, or you may volunteer to provide, your contact information, including your name, mailing address, phone number(s), social media handles and email address(es). We hold and process supporters' personal data for a number of reasons:

- To keep a record of donations made and actions taken by our supporters and our communications with them
- To send our supporters marketing information about our projects, fundraising activities and appeals where we have their consent or are otherwise permitted to do so
- To fulfill contractual obligations entered into with supporters
- To support volunteers, such as during fundraising events
- To support community-based fundraising and campaigning
- To ensure we do not send unwanted information to supporters or members of the public who have informed us they do not wish to be contacted
- To manage supporters' accounts and provide customer service
- To offer promotions
- To enforce the Website terms of service
- To perform other functions as described at the time BBMEF collects information.

If you donate to BBMEF, or otherwise provide us your information, BBMEF may contact you from time to time about opportunities to make additional donations or to provide you information about upcoming programs.

We may also analyze your personal information to create a record of your interests and preferences. This allows us to ensure communications are relevant and timely, to contact you in the most appropriate and relevant way and in general to provide you with an improved user experience. It also helps us to understand the background of our supporters so that we can make appropriate requests for support, enabling us to raise funds and help beneficiaries sooner and more cost-effectively.

III. When will we send you personalized marketing communications?

BBMEF will contact you for marketing purposes—for example, to keep you up to date on our mission, or let you know how you can support that mission—only where we have your consent or we are otherwise allowed to do so because of your prior engagement with BBMEF, as explained further below (see “Our Reliance on Your Prior Support”).

We will make it easy for you to tell us if you would like to receive marketing communications from us and hear more about our mission and the ways in which you would like to receive this information. We will not send you marketing material if you tell us that you do not wish to receive it. Instructions for how to do so are below (see “How to control what we send you or update your personal information”).

Your ongoing consent is presumed unless you inform us that you wish to be removed from our contact list.

Our Reliance on Your Prior Support: You may also receive marketing information from BBMEF if you have previously made a similar donation to BBMEF. However, we will not rely solely on the fact that you once supported us as the basis for our continued marketing to you if you have opted out of receiving emails, newsletters, or other marketing materials in your communications to BBMEF.

V. How and when do we obtain information about you?

BBMEF may obtain your personal data in the following circumstances:

a. When you give it to BBMEF

We will obtain your personal data directly when you donate, sign up for one of our events, or when you communicate with us directly in some other way.

b. When you access BBMEF’s sponsored social media

We might also obtain your personal data through your use of social media such as Facebook, WhatsApp, Twitter or LinkedIn, depending on your settings or the privacy policies of these social media and messaging services. To change your settings on these services, please refer to their privacy notices, which will tell you how to do this.

<https://www.facebook.com/policy.php>

<https://twitter.com/en/privacy>

c. When the information is publicly available

We might also obtain personal data about individuals who may be interested in giving major gifts to charities or organizations like BBMEF. In these cases, we may seek to find out more about these individuals' interests and motivations for giving through publicly available information. The information sources may include newspaper or other media coverage, open postings on social media sites such as LinkedIn, and services that aggregate data on charitable giving.

d. When we use cookies

Cookies are a useful way for us to understand how supporters use BBMEF's web site. When you visit our web site, we will use cookies to collect data from your computer or other device, such as a smart phone or tablet. Cookies are created by your web browser when you visit our website. Every time you return to our website, your browser will send the cookie file back to the website's server. They improve your experience of using our website by, for example, preserving your preference settings so that you are shown information likely to be most relevant to you, and measuring your use of the website so that we may continuously improve it. Cookies can also be used to show you relevant BBMEF content on social media services. For more information on our use of cookies and how you can control your cookie preferences, see below at BBMEF's **Cookies Policy**.

The BBMEF website may contain hyperlinks to websites owned and operated by other organizations. These third-party websites have their own privacy policies, including policies on the use of cookies, which would apply to the use of personal information you submit or which is collected by cookies while visiting those websites. BBMEF cannot accept responsibility for the privacy practices of such third-party websites, and we recommend therefore that you familiarize yourself with their policies.

V. What personal information might BBMEF collect?

BBMEF will only collect personal data about you that is relevant to the type of transaction you have engaged in with us.

For example, we may receive and retain personal information about you when you contact BBMEF to donate or sign up to any of BBMEF's activities or online content (such as newsletters or message boards); or when you telephone, email, or write to us, or engage with us via social media channels. In each of these cases, the information we collect is relevant to the type of transaction you are entering into. Data such as your name email or postal address, telephone or mobile number will be necessary both to execute these transactions as well as to enable us contact you for further engagement. Bank account or credit card details will be necessary to process any donations.

Credit card and billing information: In addition to your contact information, when you make a donation, BBMEF asks for your billing address and credit card or other financial services information. BBMEF uses a third-party banking agent to process your payments via a secured connection to a secured server that verifies your credit card/bank information. They return a unique tracking number only, which cannot be decrypted to obtain the payment card information, and BBMEF never retains your complete credit card number. Only Board members or employees who need access to your personal information to perform a specific function are granted access to that information, and BBMEF and our banking agent will not share your credit card/bank information with any other third party.

VI. How will BBMEF use your personal data?

BBMEF will use your personal information for the following purposes:

- “service administration”, which means that BBMEF may contact you for reasons related to administering any donations you have made, the completion of transactions you have entered into with us, or the activity or online content you have signed up for;
- to confirm receipt of donations (unless you have asked us not to do this), and to say thank you and provide details of how your donation might be used;
- in relation to correspondence you have entered into with us whether by letter, email, text, social media, message board or any other means, and to contact you about any content you provide;
- for internal record keeping so as to keep a record of your relationship with us;
- to implement any instructions you give us with regard to withdrawing consent to send marketing information;
- to use IP addresses to identify the location of users or to block disruptive use.

We may use personal data to analyze and improve the activities and content offered by the BBMEF website to provide you with the most user-friendly navigation experience. We may also use and disclose personal information in aggregate (so that no individuals are identified) for marketing and strategic development purposes.

VII. Will we share your information outside BBMEF?

We may need to share your information with service providers who help deliver our programs and fundraising activities. These providers will only act under our instruction and are subject to contractual obligations containing data protection clauses. We do not allow these organizations to use your data for their own purposes or disclose it to other third parties without our consent, and we will take all reasonable care to ensure that they keep your data secure.

Facebook and other Social Media Sites: We may also use your email address and phone number to match to your Facebook or other social media account in order to show you BBMEF content while you use those services. We only do this where you have not opted out. In addition, we may also use your email address and phone number to link to Facebook or other social media sites in order to identify other users of these sites whom we believe would be interested in BBMEF.

There are two ways to prevent this use of your data. You can either update your consent preferences directly with us at BBMEF (see below, “How to control what we send you or update your personal information”) or via the social media sites:

Facebook: <https://www.facebook.com/help/568137493302217>

Twitter: <https://business.twitter.com/en/help/troubleshooting/how-twitter-ads-work.html>

Updating your preferences with BBMEF will not guarantee that you never see BBMEF content on social media, since the social media site may select you based on other criteria.

Where legally required: We will also comply with legal requests where disclosure is required or permitted by law (for example to government bodies for tax purposes or law enforcement agencies, subject to such bodies providing us with a relevant request in writing).

VIII. How long will BBMEF keep your personal information?

We will hold your personal information on our contact lists only for as long as you continue to provide your consent.

If you request that we stop sending you marketing materials, we will keep a record of your contact details and appropriate information to enable us to comply with your request not to be contacted by us.

Legacy income: We may keep data you provide to us indefinitely to carry out legacy administration and communicate effectively with the families of people leaving us legacies. This also enables us to identify and analyze the source of legacy income we receive.

IX. How to control what we send you and update your personal information

The accuracy of your information is important to us. We want to ensure that we are able to communicate with you in ways that you are happy with, and to provide you with information that is of interest.

If you wish to change how we communicate with you, or update the information we hold, then please contact us:

To amend your contact preferences for any type of communication, email us info@bettiebrand.org, or write to us at: BBMEF, 1165 Churchill Downs Rd, Atlanta, GA. To amend your contact preferences for newsletters, visit the BBMEF website and fill out the contact form at <https://www.bettiebrand.org/contact>.

Additionally, you can opt out of marketing emails at any time by clicking the unsubscribe link in any marketing email from BBMEF.

Timing of implementation: In responding to requests to not receive marketing information, we will take all reasonable steps to remove you from all BBMEF marketing lists.

Please address questions or complaints about this Privacy Policy to BBMEF at bbmeforg@gmail.com or by visiting <https://www.bettiebrand.org/contact>.

X. How BBMEF keeps your data safe

We ensure that there are appropriate technical controls in place to protect your personal details. For example, our online forms that ask for personal information are stored on networks that are password-protected and routinely monitored. Laptops are not used to store sensitive personal information unless they are password-protected or encrypted. All sensitive personal data is stored on a secure database, to which only a limited number of relevant Board members or personnel have access. It is not shared with third parties, except as expressly set forth in this Privacy Policy.

Within BBMEF, we undertake regular reviews of who has access to information that we hold to ensure that your information is only accessible by appropriately trained staff, volunteers and contractors.

We may use external companies to collect or process personal data on our behalf. We will do comprehensive checks on these companies before we work with them.

XI. Changes to BBMEF's Privacy Policy

This Privacy Policy may be updated from time to time, so you may wish to check it each time you submit personal information to BBMEF. If you do not agree to the terms outlined in this Privacy Policy, please do not continue to use the BBMEF website to submit personal information to BBMEF. If material changes are made to the Privacy Policy, we will notify you by placing a prominent notice on the website.

BBMEF Cookies Policy

How and why we use cookies: Cookies are used to enable us to improve our services by, for example:

- remembering if you are logged in so you can move around the website without having to log in again on each page (for example if you are in checkout);
- measuring how many people are using each page of the website and for how long so that we can try to improve the quality of our website;
- enabling you to view content shared on social media or sharing sites, such as YouTube or Twitter.

How to manage and delete cookies: If you wish to restrict or block the cookies set by the BBMEF website, you can do this through your computer or device's browser settings. The Help function within your browser should tell you how.

Alternatively, you may wish to visit www.aboutcookies.org, which contains comprehensive information on how to do this on a wide variety of browsers. You will also find details on how to delete cookies from your computer as well as more general information about cookies.

Please be aware that restricting cookies may affect the functionality of the BBMEF website.

If you visit our website as an anonymous visitor (e.g. you switch off cookies), BBMEF may still collect certain information from your browser, such as the IP address (which uniquely identifies a computer or other internet device).