

START 1 SPARK ONLINE PRIVACY POLICY

Effective Date: October 14, 2021

Start 1 Spark (“**Start 1 Spark**” “**we**,” “**us**” or “**our**”) recognizes the importance of protecting the privacy of our online visitors. The following privacy policy (“**Privacy Policy**”) is the way we handle information learned about you from your visits to our website available at www.start1spark.org (the “**Site**”).

PLEASE REVIEW THIS PRIVACY POLICY CAREFULLY . When you submit information to or through the Site, you consent to the collection and processing of your information as described in this Privacy Policy. By using the Site, you accept the terms of this Privacy Policy and our Terms of Use, confirm that you are not located outside the United States, and consent to our collection, use, disclosure and retention of your information as described in this Privacy Policy. If you do not consent to our collection or use of your information as provided herein, please discontinue using the Site.

Personal Information

Start 1 Spark may collect personally identifiable information from you, which may include name, credit card information, and addresses. This information is collected and stored electronically if you choose to donate. Additionally, there are instances where we may collect certain information from you automatically when you use the Site. This section explains what information we collect from you in more detail.

1. Information You Provide Voluntarily

The information that we collect that you voluntarily provide to us includes the following:

- **Contact information** such as name, birthday, address, and email address;
- **Account Information**, including user names and passwords;
- **Demographic Information** such as age and gender;
- **Payment Information** such as credit card or bank account numbers, other related payment information such as expiration date and PayPal account information;
- **Donation information** such as donation amount, billing address, payment status, employer, related tax information, and donation history (including areas of donation/support such as music, arts or sports); and
- **Other content**, including information you provide such as a specific cause you choose to donate to and/or messages you may send to us.

Certain information such as Payment Information will not be provided to us, but instead to our payment processor. Such payment processor may provide to us donation information as listed above. For more information with respect to payment information and donation information, please see the section entitled “[Donation Platform](#)” below.

2. Information Collected Automatically

In addition, information about your computer hardware and software is automatically collected by Start 1 Spark when you use the Site. This information may include your IP address, browser type, domain name, access times, geographic location, referring website addresses and other technical information such as protocol status and substatus, bytes sent and received and server information. We may also collect information about how you interact with the Site. This information is used by us for our business purposes, including for the operation and improvement of the Site, for technical troubleshooting, to maintain quality of the Site and to provide general statistics regarding use of the Site.

Cookies and Other Information Collection Tools

What are cookies? A cookie is a small file containing a string of characters that is sent to your computer when you visit a website or use an online service. When you visit the website or use the service again, the cookie allows that website or online service to recognize your browser or device. Cookies may store unique identifiers, user preferences and other information.

Duration of Cookies. We may use “session cookies” or “persistent cookies.” Session cookies are temporary and expire once you close your browser or once your session ends. Persistent cookies remain on your device for much longer or until you or your browser erase them. Persistent cookies have varying durations that are dependent on their expiration date.

Why do we use them? Cookies help us improve the Site by providing us with information about which parts of the Site are most popular, enabling us to analyze technical and navigational information about the Site, and helping us to detect and prevent fraud. We also use cookies and other data collection tools (such as web beacons and server logs) to help improve your experience with the Site. For example, we use Google Analytics to help analyze how users use the Site. These tools use cookies to collect standard Internet log information and visitor behavior information in an anonymous form. The information generated by the cookie about your use of the Site (including IP address) is transmitted to our data collection tool service providers. This information is then used by us to evaluate visitors’ use of the Site and to compile statistical reports on website activity for Start 1 Spark. If you would like to opt-out from the use of your information by Google analytics, you may use [Google’s analytics opt-out browser add-on](#) designed for this purpose.

How do I control cookies? Web browsers allow some control of most cookies through the browser settings. To find out more about cookies, including how to manage and delete cookies, visit www.allaboutcookies.org. Some web browsers provide settings that allow a user to reject cookies or to alert a user when a cookie is placed on the user’s computer, tablet or mobile device. Most mobile devices also offer settings to reject mobile device identifiers. Although users are not required to accept cookies or mobile device identifiers, blocking or rejecting them may prevent access to some features available through the Site.

How Information is Used

We may use the information we collect for any of the following purposes:

- Contact you about upcoming fundraisers or other opportunities based on your donation history and donation interests;
- Compile and maintain our internal records;
- Comply with applicable government reporting requirements;
- Distribute receipts and other correspondences related to your donations;
- To operate, improve, and personalize the services we offer, and to give each user a more consistent and personalized experience when interacting with us;
- For customer service, security, to detect fraud or illegal activities, and for archival and backup purposes in connection with the provision of the Site;
- For research and analysis purposes, including creating insights on potential future donations;
- To respond and fulfil your requests, such as those related to donations and payment; and
- To otherwise communicate with you.

Sharing of Information

- **With Third Party Service Providers Performing Services on Our Behalf.** We share your personal information with our service providers to perform the functions for which we engage them. For example, we may use third parties to host the Site or assist us in providing functionality on the Site, provide data analysis and research on the Site, send out email updates about the Site and our products and services, remove repetitive information from our user lists, and to process payments. For more information about our third-party donation platform and payment processor, please see the section entitled “[Donation Platform](#)” below.
- **For Legal Purposes.** We also may share information that we collect from users as needed to enforce our rights, protect our property or protect the rights, property or safety of others, or as needed to support external auditing, compliance and corporate governance functions. We will disclose personal information as we deem necessary to respond to a subpoena, regulation, binding order of a data protection agency, legal process, governmental request or other legal or regulatory process. We may also share personal information as required to pursue available remedies or limit damages we may sustain.
- **Changes of Control.** We may transfer or assign information, including your personal information, in connection with a merger, acquisition, reorganization, liquidation, change in control or other sale by or of us or any affiliated entity (in each case whether in whole or in part).

Start 1 Spark does not share your personal information with third parties for those third parties' direct marketing purposes.

Donation Platform

It is our internal policy to limit access to your donation information to our professional staff and volunteers who need to process that information for the purposes described above. Your personal donation information is never sold to or traded with other parties.

Trail Software, Inc., a company doing business using the name Kindful (“**Kindful**”), is a third party service-provider offers a third-party giving platform to provide you with the ability to make online donations. As such, you may provide Kindful and/or its service providers with payment data, including credit card numbers or other financial information. Kindful may transfer information related to your donations to Start 1 Spark (including the donation amount, your name, billing address, email address, etc). Any access to and use of Kindful’s services are not governed by this Privacy Policy, but is instead governed by the online policies of Kindful and we are not responsible for the information practices of Kindful. We recommend that you review Kindful’s privacy policy prior to using any Kindful services. The privacy policy for Kindful can be reviewed via at <https://kindful.com/privacy-policy/>.

Links to External Websites

Our Site may contain links to third party websites (e.g., LinkedIn, Kindful, and Facebook). Any access to and use of such third party websites is not governed by this Privacy Policy, but is instead governed by the privacy policies of those third party websites, and we are not responsible for the information practices of such third party websites.

Security Used & Retention of Personal Information

Start 1 Spark uses reasonable security measures designed to prevent unauthorized intrusion to the Site and the alteration, acquisition or misuse of personal information. Nevertheless, transmission via the internet is not completely secure and we cannot guarantee the security of information about you.

Updates

We may change the Privacy Policy from time to time. Any and all changes will be posted to this page so users are always aware of the information we collect and how it is used. Substantive changes may also be announced through the standard mechanisms by which we communicate with our users and community. You should periodically check this page for any changes to the current policy. The latest version will be reflected through an updated Effective Date at the top of this Privacy Policy.

Data Retention

We seek to retain user-related information only as needed to fulfill the purposes described in this policy unless a longer retention period is required by law or regulations. For example, tax laws in the United States may require the Foundation to keep contact information and contribution level of donors on file.

Do Not Track

Our Site does not currently take any action when it receives a Do Not Track request. Do Not Track is a privacy preference that you can set in your web browser to indicate that you do not want certain information about your webpage visits collected across websites when you have not interacted with that service on the page. For details, including how to turn on Do Not Track, visit www.donottrack.us.

Children

We do not knowingly collect or maintain personal information from any person under the age of thirteen, and we do not accept donations from anyone under eighteen (18) years old.

Questions / Contact Us

If you have any questions regarding this Privacy Policy, please contact us at Amber@start1spark.org.

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