

Second Service Foundation

Effective Date: 18 April 2023

Please for a printable PDF version of this notice.

This Privacy Policy (the “**Policy**”) describes how Second Service Foundation, formerly the StreetShares Foundation (“**we**” or “**Second Service**”) collects, uses, shares, and protects personal information when you access or interact with our website (the “**Site**”). As used in this Policy, “Personal Information” means information that identifies, relates to, or describes an identified or identifiable natural person. This Policy explains the following:

- Personal Information We Collect
- Online User Activity, Cookies and Information Collected by Other Automated Means
- Our Use of Your Personal Information
- Our Disclosure of Personal Information
- How We Protect and Store Your Personal Information
- Retention of Your Personal Information
- Your Privacy Options
- Children’s Information
- Updates to This Privacy Policy

Please note that this Policy does not apply to non-Second Service websites that state that they are offered under a different privacy policy. Please review the privacy policies on those websites and applications directly to understand their privacy practices.

For questions about our privacy practices, contact us at: hello@secondservicefoundation.org or write to us at: Second Service Foundation 6510-A S Academy Blvd. #314 Colorado Springs, CO 80906

PERSONAL INFORMATION WE COLLECT

The Personal Information we collect depends on how you interact with our Site.

Information you provide directly. We collect Personal Information you provide to us when you visit our Site. For example:

- **Contact Information** and any other information you choose to include when you communicate with us via e-mail, mail, phone or complete any of our online forms, such as when you request information from us, make a donation, or subscribe to one of our online newsletters.
- **Application Information**, such as your name, mailing address, e-mail address, phone number, demographic information about you, information about your business, and any other information you choose to include when you apply for a grant.
- **Message Content** when you submit messages or questions to us through our Site.
- **Survey Information** in response to questions we may send you, including for feedback and research purposes.
- **Payment Information** if you make a donation.

Information we collect automatically. When you use our Site, we collect some information automatically such as through the use of cookies and other similar technologies. For example:

- **Device Information and Online User Activity** when you utilize our technology platforms, as described in the next section.

We may aggregate or deidentify information that is no longer Personal Information. Where we maintain deidentified information, we commit to maintaining and using such information in deidentified form, and will not attempt to reidentify such information except as necessary to evaluate the effectiveness of our deidentification policies and procedures.

ONLINE USER ACTIVITY, COOKIES AND INFORMATION COLLECTED BY OTHER AUTOMATED MEANS

When you interact with our Site, certain information about your use of our Site is automatically collected. This includes:

- **Usage Details** about your interaction with our Site (such as the date, time, and length of visits, and specific pages or content accessed during the visits, search terms, frequency of the visits, referring website addresses).
- **Device Information** including the IP address and other details of a device that you use to connect with our Site (such as device type and unique device identifier, operating system, browser type, mobile network information, and the device's telephone number).
- **Location Information** where you choose to provide the Site with access to information about your device's location.

Much of this information is collected through cookies, web beacons, and other tracking technologies, which may be operated by our partners who assist us in collecting information about usage of the Site. For example, we use Google Analytics to collect usage details. You can learn more about privacy and Google Analytics by visiting <https://support.google.com/analytics/answer/6004245>, and opt out of collection of your data by using the Google Analytics Opt-out Browser Add-on, available at <https://tools.google.com/dlpage/gaoptout>. We may also use cookies set by other third-party services.

You may be able to opt out of tracking by cookies or control how information collected by cookies is used via a number of means, as described below.

OUR USE OF YOUR PERSONAL INFORMATION

We use the Personal Information we collect from you for the following purposes:

- Provide our services, including managing grant applications, processing donations, and providing other important notices.
- To determine your eligibility for participation in our programs and respond to your requests, questions and comments.
- Monitor the performance of our Site including metrics such as total number of visitors, traffic, and demographic patterns.

- Interact with you, including to notify you regarding resources that may be of interest of you and inform you about important changes to this Policy or other policies.
- Manage, operate, and improve the Site, including understanding the effectiveness of our resources, events, and publications, and diagnose or fix technology problems.
- Comply with legal requirements and industry standards, detect, investigate, and prevent activities that may violate our policies or be fraudulent or illegal, and protect the rights of Second Service, you, or others.

We may use and share information in an aggregated or de-identified manner at our discretion, including for research, analysis, modeling, marketing, and improvement of our Site.

OUR DISCLOSURE OF PERSONAL INFORMATION

- **Service Providers.** We may share your information with service providers that we believe need the information to perform a technology, business, or other professional function for us such as IT services, maintenance and hosting of our Site, payment processors, marketing partners, accounting, auditing, and tax services, and other professional services.
- **Analytics Partners.** We partner with analytics providers, who collect information via tracking technologies on our Site to assist us with measuring visits and traffic on our Site so we can measure and improve the performance of the Site.
- **Social Media Platforms.** If you interact with us on social media platforms, the platform may be able to collect information about you and your interaction with us. If you interact with social media objects on our Site (for example, by clicking on a Facebook “like” button), both the platform and your connections on the platform may be able to view that activity. To control this sharing of information, please review the privacy policy of the relevant social media platform.
- **Corporate Event.** We reserve the right to transfer to another entity or its affiliates or service providers some or all information about you in connection with, or during negotiations of, any merger, acquisition, sale of assets or any line of business, change in ownership control, or financing transaction. We cannot promise that an acquiring party or the merged entity will have the same privacy practices or treat your information the same as described in this Policy.
- **Legal.** We share information where necessary to comply with applicable law, to respond to requests from law enforcement agencies or other government authorities or third-parties, as permitted by law and without your consent when it is necessary to protect our donors, employees, or property; in emergency situations; or to enforce our rights under our terms of service and policies.

HOW WE PROTECT AND STORE YOUR PERSONAL INFORMATION

We use a combination of physical, technical, and administrative safeguards to protect the information we collect through the Site. While we use these precautions to safeguard your information, we cannot guarantee the security of the networks, systems, servers, devices, and databases we operate or that are operated on our behalf.

If you use our Site outside of the United States, you understand that we may collect, process, and store your Personal Information in the United States and other countries.

RETENTION OF YOUR PERSONAL INFORMATION

We will retain your Personal Information for as long as is necessary to complete the purposes for which it was collected, or as may be required by law, such as recordkeeping and other legal obligations. Thereafter, we may store your Personal Information in an aggregated and anonymized format, or as otherwise necessary to comply with applicable laws and regulations.

YOUR PRIVACY OPTIONS

You may have certain choices when it comes to how we collect and use your Personal Information:

- **Email Communications.** If at any time you no longer wish to receive marketing communications from us, you can click the unsubscribe link at the bottom of any email or email us at hello@secondservicefoundation.org.
- **Online Activity Tracking.** You have several options to prevent our collection of information regarding your online activity:
 - You can opt out or set preferences regarding cookies when a device you utilize visits our Site, by visiting <https://secondservicefoundation.org/opt-out-preferences/> to access our cookie management tool. Please note that you will need to set preferences on each device you use to visit the Site.
 - You also modify your browser setting to disable or reject cookies across the internet; but if you do so, some features of our Site may not function properly or be available.
- **SMS Communications.** Consent to receive automated text messages is not a condition to donate or apply for a grant. You can opt-out of receiving text messages from us via by responding to any of our text messages with any of the following replies: STOP, END, CANCEL, UNSUBSCRIBE, or QUIT. If you opt-out, we may still send you messages regarding the status of your application.

CHILDREN’S INFORMATION

We do not knowingly or intentionally gather Personal Information about children. If we have inadvertently collected the Personal Information of a child under 16, or equivalent minimum age depending on jurisdiction, a parent or guardian of that child may contact us at hello@secondservicefoundation.org to request that we delete the information from our records or otherwise cease the use of that information.

UPDATES TO THIS PRIVACY POLICY

We may make changes to this Policy from time to time. The “Effective Date” at the top of this page indicates when this Privacy Policy was last revised. We may also notify you in other ways from time to time about the collection, use, and disclosure of your personal information described in this Policy.