



## THE COLORADO COALITION FOR THE HOMELESS WEBSITE AND DONOR NOTICE OF PRIVACY PRACTICES

### I. INTRODUCTION

This Privacy Policy explains how the Colorado Coalition for the Homeless collects, uses, shares, and safeguards your personal and non-personal data. **PLEASE READ THIS PRIVACY POLICY AND OUR TERMS OF USE BEFORE USING THIS WEBSITE OR SUBMITTING ANY PERSONAL INFORMATION. BY USING THIS WEBSITE, YOU ARE AGREEING TO THESE PRIVACY TERMS AND THE TERMS OF USE. IF YOU DO NOT AGREE, DO NOT USE THIS WEBSITE. THIS WEBSITE IS INTENDED FOR USERS IN THE UNITED STATES ONLY. THIS WEBSITE IS NOT DESIGNED FOR, NOR INTENTIONALLY TARGETED AT, CHILDREN UNDER THE AGE OF 13. WE DO NOT KNOWINGLY COLLECT OR SOLICIT PERSONAL DATA FROM ANYONE UNDER THE AGE OF 13 OR MARKET TO CHILDREN. IF YOU ARE UNDER 13, PLEASE DO NOT PROVIDE ANY PERSONAL DATA ON THIS WEBSITE.** If you have questions about this Privacy Policy, please [contact us](#).

The Colorado Coalition for the Homeless complies with the [Colorado Privacy Act](#), Colo. Rev. Stat. § 6-1-1301, *et seq.* This Privacy Policy describes the personal data collected by the Coalition, why this data is collected, how a consumer can exercise their data privacy rights, and whether and how the data is shared with third parties. Consumers may exercise their data privacy rights, including the rights to opt out, access, correct, delete, and transport their personal data used by the Coalition, by contacting us and making the request at [giving@coloradocoalition.org](mailto:giving@coloradocoalition.org) or 303.312.9640.

If a consumer disagrees with how a request regarding data privacy rights is handled, please contact the Coalition at [concerns@coloradocoalition.org](mailto:concerns@coloradocoalition.org) or 303.312.9301 for additional review. A consumer may contact the [Attorney General for the State of Colorado](#) if there are further concerns.

### II. CHANGES TO THE PRIVACY POLICY

The Colorado Coalition for the Homeless reserves the right to amend this Privacy Policy at any time, for any reason. Please periodically check these privacy terms for such amendments. Users are deemed to be aware of and bound by any such modifications. The date of the last revision to the Privacy Policy will be indicated by the “Effective Date” at the bottom of this Policy.

### III. TYPES OF DATA WE COLLECT

There are two types of data collected by the Colorado Coalition for the Homeless:

1. Personal and donor information you knowingly choose to disclose and share, and which is collected on an individual basis; and,



2. Website use information collected on an aggregate basis as you and others browse our website.

Personal and donor information: During your interactions with us in person, through the mail, by email, by phone, online, or using our website, you may decide to give us personally identifying information such as your name, email addresses, street addresses, phone number, financial data, and other such information. This may occur when you donate or register on our site. We collect this information to serve you through answering questions, responding to requests, receiving donations, processing financial transactions, maintaining records, giving history, contacting you about future events and services, maintaining online accounts, expanding our database, and for tax purposes.

If you donate to the Colorado Coalition for the Homeless, you may voluntarily give us bank or credit card information in order to process your transaction. The safety and security of your banking and/or credit card information is our top priority. We work with trusted third-party payment processors who conform to the Payment Card Industry Data Security Standards (PCI) for receiving and processing your financial transactions. We conform to State and Federal laws and regulations required to receive and process information regarding donations.

Website Use Information: We do not collect personally identifying information about you when you visit ColoradoCoalition.org unless you choose to provide such information to us. Providing such information is strictly voluntary. We collect non-personally identifying information through the use of technologies such as cookies and pixel tags to automatically aggregate and store certain types of information whenever you visit or interact with our website. This information may include the name of the domain from which you access the Internet, the date and time you visited our site, browsing history, website usage, the type of device with which you accessed our site, certain log in information, country, and other such information. We use this information to measure and track how visitors use the different sections of our site, what devices they are using, and to help us make our site more useful to visitors in the future.

#### **IV. HOW WE USE YOUR DATA**

In addition to the uses described above, we use your personal data, sometimes combined with non-personal data, in order to:

- Identify when you visit our sites.
- Measure and track how visitors use the different sections and sites.
- Identify the devices being used.
- Help us make our site more useful.
- Provide service communications.
- Provide information, opportunities, and services you request or that we think you might be



interested in.

- Respond to your emails or online requests.

We or other third-party companies use non-personal data to provide advertisements and marketing to you and help expand our database. Please note that when you select an advertising link or other link that takes you to sites not operated by Colorado Coalition for the Homeless, you may be subject to the privacy policies of those third-party sites.

## V. HOW WE SHARE YOUR DATA

We share your personal data, sometimes combined with non-personal data, as follows:

- Third-Party Donor Management – We work with a trusted third-party company and use their software to track, manage and update your personally identifying information, communication and donation history, mailing and communication preferences, and credit card and bank information for processing donations. This company keeps a secure copy of our database to help us best respond to your requests, manage the processing of your donation, and continue to improve your experience with the Coalition.
- Third-Party Payment Processing – We use a third-party payment processor to process financial donations to the Coalition. When you make donations to the Coalition, we may transfer certain information, including personally identifiable information, to these payment processors for the purpose of facilitating the financial transaction, such as your name, address, and credit card and/or bank information. The companies we work with to process credit card transactions have passed a Level 1 PCI DSS audit.
- Marketing and Mailings – We may also share your personally identifying information including name, address, phone number, email, or donation history with trusted third-party companies for the purpose of marketing and creating mailings and marketing material such as receipts, reminder letters and other special updates from the Coalition, as well as growing our database to find email addresses and phone numbers for our constituents. If you sign up for one of our email lists, we will only send you the kinds of information you have requested. If at any time you decide you want to change the types of mailings we send to you or if you'd like to be removed from our mailing list, contact us at [giving@coloradocoalition.org](mailto:giving@coloradocoalition.org) or 303.312.9640. **We do not sell or rent your personally identifiable information to any third parties.**
- Legally Mandated Disclosures – Though we make every effort to preserve donor and customer privacy, we may need to disclose personal information when we believe such action is necessary to comply with a judicial proceeding, a court order, legal process or as otherwise required by law.
- Donor Base Co-Ops – In order to invite new donors to help support the work of the Coalition and to better understand and cater content to our current supporters, we participate in various non-profit co-ops which share information about the donation habits



of supporters of various non-profit organizations.

If you do not already appear in the co-op databases, we will not share or add your personally identifying information to the co-op databases. However, if your personally identifying information already appears in the co-op databases, basic information about your giving habits with Colorado Coalition for the Homeless, including frequency and donation amount, will be shared.

We never share your personally identifying information or credit card information with these donor database co-ops, and we never share any information about anyone who does not already appear in the database. Other companies or non-profits with whom you have a relationship may have contributed to the database resulting in your information being added. If your personally identifying information such as address, phone number or email is available in the database, it was not added by Colorado Coalition for the Homeless.

## VI. HOW YOU CAN ACCESS, CHANGE, MANAGE, AND DELETE YOUR PERSONAL DATA

We rely on you to update and correct your personal data. **If you are a user of our sites, subscriber to our publications, donor, or user of our services, you can update or correct your information by contacting us at [giving@coloradocoalition.org](mailto:giving@coloradocoalition.org) or calling at 303.312.9640.**

Typically, we retain your personal data indefinitely, in order to provide you with future opportunities and other purposes, as well as to comply with our legal obligations, resolve disputes, or enforce any of our agreements. **Please note that you can request, at any time, that we delete your personal data. All requests must be directed to [giving@coloradocoalition.org](mailto:giving@coloradocoalition.org).** We may not accommodate a request to change or delete information if we believe the change would violate any law or legal requirement, cause the information to be incorrect, or we are unable to verify your identity.

We can decide on our own to delete your personal data if we believe that the data is incomplete, inaccurate, or that our continued use and storage are contrary to our obligations under the law, to other individuals, or to third parties. When we delete your personal data, it will be removed from our active databases or anonymized so that the data is no longer identified with you, but the data may remain in our archives if we determine that it is not practical or possible to delete it.

If you would like to change or update your contact information, contact [giving@coloradocoalition.org](mailto:giving@coloradocoalition.org) or 303.312.9640. Typically, we retain your personal information for the period necessary to fulfill the purposes outlined in this Privacy Policy, unless a longer retention period is required or permitted by law.

## VII. COOKIES



Our website sends cookies (e.g. pieces of code or small text files placed on your computer by us or third parties when you browse our sites) to your web browser (if your browser's preferences allow it) to collect data when you browse our sites. Our cookies may record information about how you use our website so that we can continue to customize and optimize your online experience with us. When you submit data through a form such as those found on contact pages, comment forms, or donation pages, cookies may be set to remember your user details for future correspondence.

We offer print and email subscriptions to our various publications and newsletters, and cookies may be used to remember if you are already registered and whether to show certain notifications which might only be valid to subscribed/unsubscribed users. From time to time, we may offer user surveys to provide you with insights, helpful tools, or to understand our user base more accurately. These surveys may use cookies to remember who has already taken part in a survey or to provide you with accurate results after you change pages.

Cookie settings can be controlled in your Internet browser to automatically reject some forms of cookies. If you view our website without changing your cookie settings, you are indicating your consent to receive all cookies from our sites. If you do not allow cookies, some features and functionality of our sites may not operate as expected. We are not responsible for any failure by you or your browser to accurately implement or communicate your browser preferences or settings.

We do not use cookies to gather personally identifying information such as name, address, phone number or email.

In addition to cookies, we may place technological tools (and allow certain third parties to place technological tools) such as tags and beacons (e.g., code scripts that are primarily used to track visitors' activities on our sites by web analytics software), Internet Protocol (IP) addresses, and other tools, to collect your data for the purposes listed in this Privacy Policy.

## **VIII. HOW WE PROTECT PERSONAL DATA**

The Colorado Coalition for the Homeless uses commercially reasonable security measures, such as Secure Sockets Layer (SSL) technology, to keep your personal information as secure as reasonably possible and to protect against loss, misuse, and alteration of the information under our control. The Coalition helps to protect your information by working with partners that provide a secure and safe environment for credit card donations. All information is stored in a secure database. When finished with applications that require the input of your personal information, it is always recommended that you close or otherwise exit all instances of your browser.

Unfortunately, no data transmission over the Internet or electronic storage is fully secure. Despite our reasonable efforts to protect your personal data from unauthorized access, use, or disclosure,



the Colorado Coalition for the Homeless cannot guarantee or warrant the security of the personal data you transmit to us, or to or from our online sites.

#### **IX. DONOR BILL OF RIGHTS**

The Colorado Coalition for the Homeless subscribes to the [Donor Bill of Rights](#), which was created by the Association of Fundraising Professionals (AFP), the Association for Healthcare Philanthropy (AHP), the Council for Advancement and Support of Education (CASE), and the Giving Institute: Leading Consultants to Non-Profits. The text of the Donor Bill of Rights may be found online.

#### **X. BREACH NOTIFICATION**

In the event that we determine the occurrence of a data security incident, we will notify you by email, US Mail, telephone, or other means as permitted by law.

#### **XI. LINKING TO OTHER INTERNET SITES**

You should be aware that other Internet sites that are linked from the Coalition's sites or from a Coalition email message may contain privacy provisions that differ from the provisions of this Privacy Policy. To ensure your privacy is protected, we recommend that you review the privacy statements of these other linked sites, applications, or other digital platforms.

#### **XII. TRANSMISSION OF DATA TO OTHER COUNTRIES**

Your personal data is processed in the United States, where privacy laws may be less stringent than the laws in your country and where the government, courts, or law enforcement may be able to access your data. By submitting your personal data to us, you agree to the transfer, storage, and processing of your personal data in the United States.

*Effective Date. This Notice is effective 6/28/2024.*