

Website Privacy Policy

This Privacy Policy is designed to help you understand how the Mental Health Foundation of West Michigan and its related organizations and affiliates (“we”, “us” or “our”), collects, uses and shares personal information collected through this website. We value your privacy, and we will not share your personal information with third parties except as described in this Policy without your consent.

BY USING THIS SITE, YOU AGREE TO BE BOUND BY THIS POLICY. IF YOU DO NOT AGREE WITH ANY OF THE TERMS OF THE POLICY, PLEASE DO NOT USE THIS WEBSITE OR PROVIDE US WITH YOUR INFORMATION.

What this Policy Covers

This Policy applies to our collection, use and sharing of your personal information (a) when you visit our website at <https://www.benice.org/> and its related sites (collectively, the “Site”), (b) receive our communications or participate in our online or offline activities or events, (c) fill out an ambassador application or otherwise provide your information to us, and (d) that we obtain from third parties such as content publishers and suppliers.

This Policy applies only to information gathered as described above and does not apply to any other information or websites not owned or operated by us or information collected by us by other means.

Personal Information We Collect

This section of our Policy describes the categories of personal information we collect about you and the different ways in which we collect your personal information.

Information You Give Us. Personal information you may provide through the Site or otherwise communicate to us includes:

- *Contact information.* We collect information about you when you provide contact information to us via email or through the Site, including as a result of creating an account, or registering for an event. This information may include your first and last name, email address, mailing address, phone number.
- *Payment information.* We collect your payment information, such as credit card or bank account number, when you make a donation or purchase our merchandise.
- *Correspondence.* We may collect personal information you provide when you request information, respond to surveys, or otherwise correspond with us.
- *Other information.* We may collect other information from you that is not specifically listed here. We may use such information in accordance with this Policy.

Information We Get From Others. We may obtain additional information about you from third party sources, such as service providers, vendors, and social media sites to provide you with more relevant information about our services. This information may include your contact information, buying preferences, or cookie information.

Information Automatically Collected. Our servers and third party service providers may automatically record cookie information in connection with your use of the Site, which includes information such as your Internet Protocol (IP) address, device and browser type, operating system, DNS, the pages or features of the Site that you browsed and the time spent on those pages or features, the frequency with which you use the Site, the links that you click on or use, and other statistics. We collect this information in server logs and by using cookies and similar tracking technologies. See our Cookie Policy, below, for more information.

Statistical Analyses. We use tools like Google Analytics to help us gather statistical information about the visitors to our Site and how they use the Site on an anonymous, aggregate basis. We may use this information to gain a better understanding of the users of our Site, to improve our Site, and to improve our services. However, we will

not associate this data with your personally identifiable data unless required to do so to cooperate with law enforcement activity or other governmental request or to comply with law. This information is collected via cookies and other identifiers that we and third parties place on our site. See our Cookie Policy, below, for more information.

How We Use Your Personal Information

This section of our Policy describes the different purposes for which we may use the personal information we collect about you.

To Provide our Services and Communicate With You. We use your contact information, payment information and other personal information to:

- provide you with our services;
- register you for events and programs; and
- to respond to your requests, questions, comments, and feedback.

To Improve our Site. We use your cookie information to:

- provide, maintain and improve the Site;
- better understand your needs and interests, and personalize your experience with the Site; and
- perform website analytics and database management services.

To Send You Marketing Communications. We may use your contact information to send you newsletters, promotions or other marketing communications, but you may opt out of receiving them as described in the Your Choices section below.

To Create and Maintain Your Account. In order to utilize certain services provided through the Site, you may need to create an account using certain personal information, including your name and email address. You have choices about the information included in your account profile. You do not have to provide additional information on your profile; however, additional profile information may help you get more from our services. Please do not post or add personal information to your profile that you would not want to be publicly available.

To Personalize This Site. We may use your cookie information to personalize your Site experience and communications. See our Cookie Policy, below, for more information.

For Compliance, Fraud Prevention and Safety. We may use some or all of your personal information as we believe appropriate to: (a) investigate or prevent violation of the law or your agreements with us; (b) protect our, your or others' rights, privacy, safety or property (including by prosecuting and defending legal claims); (c) protect, investigate and deter against fraudulent, harmful, unauthorized, unethical or illegal activity; (d) comply with applicable laws, lawful requests and legal process, such as to respond to subpoenas or requests from government authorities; and (e) where permitted by law in connection with a legal investigation. For example, we may share information with law enforcement to reduce the risk of fraud or if someone uses or attempts to use our site for illegal reasons.

With Your Consent. In some cases (for example, to feature your testimonial in our materials), we will ask for your consent to collect, use or share your personal information.

How We Share your Personal Information

This section of our Policy describes the categories of personal information we share with third parties and the types of third parties with whom we share that information.

We do not sell your personal information; however we may share your personal information with third parties for a number of reasons. For example, we may use third parties to help us design and operate the Site, provide services

to support the Site, help us analyze our data, process your credit card information, or send information on our behalf about services and events in which you may be interested. Unless otherwise indicated at the time we collect your information, if we allow third parties to access the personal information we collect, we will have contractual provisions or other appropriate protections in place to ensure such access is for limited purposes and in compliance with this Policy. Specifically, we share your personal information with the following categories of third parties:

Related and Affiliated Organizations. We may share all of the personal information we collect about you with our affiliates and related organizations for use consistent with this Policy.

Service Providers. We may share your personal information with third party companies and individuals as needed for them to provide us with services that help us with our business activities and to promote our services to you. This information may include your contact information, payment information, and cookie information.

Partnering Organizations. If you sign up to participate in one of our programs, we may share your name and contact information with your organization.

Compliance, Fraud Prevention and Safety. We may disclose some or all of the personal information we have collected about you as we believe appropriate to government or law enforcement officials or private parties for the purposes described above under the section “For Compliance, Fraud Prevention and Safety.”

Business Transfers. We may sell, transfer or otherwise share some or all of our business or assets, including all of the personal information we have collected about you, in connection with a business deal (or potential business deal) such as a merger, consolidation, acquisition, reorganization or sale of assets, or in the event of bankruptcy.

Your Choices

This section of our Policy describes your choices with respect to the personal information you provide and the marketing communications you may receive. In addition, some states may grant you additional rights as further described in the “Location-Specific Disclosures” section, below.

Opt Out of Communications. You may opt out of email notifications by changing the communication preferences in your account settings.

Opt Out of Marketing Communications. You may opt out of marketing-related emails by changing the communication preferences in your account settings or by following the opt-out prompt in the email. To opt out of other forms of marketing communications, please contact us using the contact information provided at the end of this Policy.

Consequences of Not Providing Personal Information. You are not required to provide all personal information identified in this Policy to use our Site or to interact with us offline, but certain functionality will not be available if you do not provide personal information. For example, if you do not provide personal information, we may not be able to respond to your request, perform a transaction with you, or provide you with marketing that we believe you would find valuable.

Cookie Policy

This section of our Policy describes how we and our business partners may collect and store information about you and your use of the Site through cookies and other tracking technologies.

What are Cookies? Cookies are small data files that are placed on your computer or mobile device when you visit a website. Cookies set by the website are called “first party cookies”. Cookies set by parties other than the website are called “third party cookies”. Third party cookies enable third party features or functionality, such as advertising

or website analytics, to be provided on or through the website. The parties that set these third party cookies can recognize your computer or device both when it visits the website in question and also when it visits certain other websites and/or mobile apps.

What Cookies and Other Tracking Technologies do We Use? We use several different kinds of cookies on this Site, including strictly necessary cookies, which are cookies that are necessary for the Site to function and cannot be switched off in our systems; performance cookies, which allow us to count visits and traffic sources so we can measure and improve the performance of our Site; and functional cookies, which enable the Site to provide enhanced functionality and personalization. Cookies are not the only way to track visitors to a website. We may use similar technologies from time to time, like web beacons (sometimes called “tracking pixels” or “clear gifs”). These are tiny graphics files that contain a unique identifier that enable us to recognize when someone has visited our Sites. These technologies often depend on cookies to function properly, and so disabling cookies may impair their functioning. If you sign up to receive our e-mails, we will also use cookies in conjunction with these emails. When your browser downloads any graphic content in the e-mail, we will also place a cookie on your computer that will tell us if you come to our website at a later date.

Third-Party Cookies. In addition to our own cookies, we collaborate with various third-party service providers who also use cookies to help us optimize our website, to understand more about the visitors to our website.

Google Services. We use Google Analytics to help us gather statistical information about the visitors to our Site and to market our services. This information is collected via cookies and other identifiers that we and third parties place on our site. We and our third party partners may use this information to gain a better understanding of the users of our Site and to improve our products and services. To understand how Google collects and processes data, including through the use of cookies and other technologies, please visit <https://policies.google.com/technologies/partner-sites>. To opt out of the Google Analytics, we encourage you to check out Google Analytics' currently available [opt-outs](#) for the web.

How Can You Disable Cookies and Other Tracking Technology? Depending on the type of browser and device that you use, you may have the ability to control the type of information that these tools use. To do this, follow the instructions in your browser settings. Many browsers accept cookies by default until you change your settings. For more information about cookies, including how to see what cookies have been set on your computer or mobile device and how to manage and delete them, visit www.allaboutcookies.org and www.youronlinechoices.com. Some Internet browsers also may be configured to send “Do Not Track” signals to the online services that you visit. We currently do not respond to “Do Not Track” or similar signals. To find out more about “Do Not Track,” please visit <http://www.allaboutdnt.com>.

Other Important Privacy Information

Third Party Sites and Services. The Site may contain links to other websites and services operated by third parties. These links are not an endorsement of, or representation that we are affiliated with, any third party. We do not control third party websites, applications or services, and we are not responsible for their actions. Other websites and services follow different rules regarding their collection, use and sharing of your personal information. We encourage you to read their privacy policies to learn more.

Security. The security of your personal information is important to us. We take a number of organizational, technical and physical measures that are designed to protect the personal information we collect. However, security risk is inherent in all internet and information technologies and we cannot guarantee the absolute security of your personal information.

International Data Use and Cross-Border Transfers. We are located in the United States and have affiliates and service providers in other countries, and your personal information may be collected, used and stored in the United States or other locations outside of your home country. Privacy laws in the locations where we handle your personal

information may not be as protective as the privacy laws in your home country. However, we will handle your personal information in accordance with this Policy regardless of where your personal information is kept. Regarding transfers from the European Economic Area, Switzerland or United Kingdom to the United States, we rely on the derogations for transfers which are necessary to perform the transaction with you. Where required by law, you may request a copy of the suitable mechanisms we have in place by contacting us as detailed below. If you reside in other non-US jurisdictions, your use of the Site or provision of any personal information constitutes your consent for the transfer of such data to the United States for the purposes identified in this Policy. If you have questions about cross-border transfers, please contact us as detailed at the end of this Policy.

Verifying, Changing, and Deleting Your Information. If you have registered for an account through our Site, you can access, review and manage many changes yourself via your account, including updating your profile information and changing your communication preferences. If the information you are seeking is not available within your account, you can contact us as detailed below and ask us to change, update or fix your information in certain cases, particularly if it is inaccurate. You can also request that we erase or delete all or some of your personal information or otherwise object to, limit, or restrict the use of such information (if we have no legal right or legitimate business interest in retaining such information).

Children.

The Site is not intended for use by anyone under the age of 13, nor do we knowingly collect or solicit personal information from anyone under the age of 13. However, if you are a parent or guardian who believes that we have improperly collected information about your child, please contact us as detailed at the end of this Policy, and we will delete the information we have about your child from our records.

Location-Specific Disclosures

The law requires that we provide additional disclosures to residents of Colorado and Oregon. Please see below for disclosures that may be applicable to you.

We do not make sensitive data inferences under the law of your state in connection with our services. We will obtain your consent before doing so in the future, and we will provide you with more details about the purposes of processing and data retention periods at that time. We will only retain your information as long as it is reasonably necessary for the purposes for which it was processed. We do not: (1) sell your personal information to third parties, (2) process your personal information for targeting advertising, or (3) process your personal information for the purposes of profiling in furtherance of decisions that produce legal or similarly significant effects concerning consumers.

The law of your state gives you certain rights regarding your personal information:

- *Right of Access.* You have the right to confirm whether we are processing your personal information and to access such personal information, the third parties with which we share your personal data, and, under certain circumstances, to receive a copy of such personal information.
- *Right to Correct.* You may request that we correct inaccurate personal information we maintain about you.
- *Right to Delete.* You may request that we delete certain personal information we have collected about you, with certain exceptions.

Only you or an individual designated as your authorized agent to act on your behalf may make a request related to your personal information. You may also make a request on behalf of your minor child and individual subject to guardianship, conservatorship, or other similar arrangement. To exercise your rights above, please contact us as described at the end of this Policy. As part of your request, please specify which right you are exercising and be prepared to provide your name and contact information. After receiving your request, we will use the information you provided to authenticate your identity or your authority as an authorized agent. However, we may ask you to provide additional information if we cannot authenticate your identity or authority based on the information you

have provided and the information in our records. We will not discriminate against you if you choose to exercise your rights.

We will try to respond to your request within 45 days and notify you if your request has been granted or declined, or if an exception applies to your request. If we need additional time, we will contact you with the reason and the extension period. We will deliver our written response by mail or electronically, at your option. Our response will also explain the reasons we cannot comply with any request, if applicable. We do not charge a fee to process or respond to your request unless your request is excessive, repetitive, or manifestly unfounded. If we determine that the request warrants a fee, we will tell you why we made that decision and provide you with a cost estimate prior to completing your request.

Your state may grant you the right to appeal our refusal to take action on a rights request after receiving our decision by contacting us as detailed at the end of this Policy. We will try to inform you of our decision in writing within 30 days after receipt of your appeal, with a written explanation of our decision. If we need more time, we will contact you with the reason and the extension period. If your appeal is denied or if you have concerns about the results of an appeal, you may contact your state's attorney general, and we will provide you contact information for your state's attorney general at that time

Changes to this Policy

We reserve the right to modify this Policy at any time. If we make changes to this Policy, we will post them on the Site and indicate the effective date of the change. If we make material changes to this Policy we will notify you by email or through the Site.

How to Contact Us

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