

## House of Mercy Privacy Policy

Updated May 7, 2025

This Privacy Policy for House of Mercy describes:

- The personal information we collect and how we use it
- With whom we share your information
- The measures we take to protect the security of your personal information
- How you can communicate with us about your rights and choices

This Privacy Policy applies to residents of the United States only. Our website and services are not intended for individuals located outside the United States.

### INFORMATION WE COLLECT AND HOW WE USE IT

Contact Information:

We collect your name, address, phone number, email address, employer/company/organization name, job title, and similar contact details. We use this information to provide updates, content, and information that may be interesting or useful to you.

Payment History:

We use this information for accounting, invoicing, event registration, donation tracking, and to thank you for your contributions. We do not store your credit card information. All credit card payments are securely routed through payment card industry-compliant third-party services.

Technical Information:

We may also collect data such as your browser type (e.g., Google Chrome, Safari), operating system (e.g., Windows, macOS), device specifications (e.g., Intel Core CPU), internet connection type, IP address, geographic location, and the domain of your internet service provider. This information helps us improve website functionality and understand user behavior.

### COOKIES AND SIMILAR TECHNOLOGIES USED ON THIS WEBSITE

We use cookies to collect non-identifying information about user behavior and preferences. Types of cookies we may use include:

- Session-based cookies, which expire after you close your browser
- Persistent cookies, which remain on your device until manually deleted

These are used to support website analytics and user experience.

Our website may also use services such as Google Analytics, which collect information consistent with Google's Privacy Policy. This includes device-specific data, location, log data, and cookie usage. House of Mercy uses this information to understand website traffic and improve marketing efforts.

To opt out of Google Analytics tracking, you may visit: <https://tools.google.com/dlpage/gaoptout>

### WE DO NOT KNOWINGLY COLLECT INFORMATION FROM CHILDREN

Our website is intended for a general audience of adults. We do not knowingly collect personal information from anyone under the age of 13 without verifiable parental consent, as defined under the Children's Online Privacy Protection Act (COPPA). If we discover that we have collected such information without consent, we will delete it and only re-collect if appropriate consent is obtained.

If you believe we may have inadvertently collected personal information from a child under 13, please contact us using the information provided below.

## **PERSONAL INFORMATION WE SHARE**

We do not sell your personal information.

We only disclose your information as described in this Privacy Policy or at the time data is collected. This may include:

- Payment Processing: Your payment details may be shared with trusted third-party processors solely to process your donations or transactions. These providers are required to safeguard your data and use it only for the services they perform on our behalf.
- Contractors and Vendors: House of Mercy may work with contractors and service providers to support our operations. They are contractually obligated to protect your data and use it only as instructed.
- Medical Emergency: If you attend a House of Mercy event, and we reasonably believe there is a medical emergency, we may share relevant personal information with medical professionals to protect your vital interests.
- Legal or Safety Necessity: We may disclose personal information if necessary to comply with legal obligations, protect your rights or those of others, or safeguard public safety.

## **YOUR RIGHTS AND CHOICES**

You have rights regarding your personal information. These include the ability to:

- Limit the sharing of your data with third parties for marketing purposes
- Request confirmation that we maintain personal information about you
- Request access to, or a copy of, your personal information
- Correct or update inaccuracies in your personal information
- Object to or restrict how we process your data
- Request that we block or delete your data, as appropriate

To exercise these rights or update your preferences, contact us using the information below. You may withdraw consent for any use of your data, and we will apply your changes moving forward.

## **INFORMATION SECURITY**

We take reasonable steps to protect your personal information and secure it against unauthorized access. All monetary transactions conducted on our site are encrypted using secure socket layer (SSL) technology.

While we implement safeguards to protect your data, no method of transmission over the internet or method of electronic storage is completely secure.

## **WEBSITE LINKS**

Our website may link to third-party websites that we do not control. These websites have their own privacy practices, and we encourage you to review their privacy policies before using their services. House of Mercy is not responsible for the privacy or security practices of other websites.

## **NOTICE TO CALIFORNIA RESIDENTS / YOUR CALIFORNIA PRIVACY RIGHTS**

Under California law, residents are entitled to request and obtain information about how we share their personal data. As described above, House of Mercy does not sell personal information and provides visitors with the ability to opt out of data sharing for marketing purposes.

If you are a California resident and would like more information or to make a request, please contact us using the details below.

### **CHANGES TO THIS PRIVACY POLICY**

We may update this Privacy Policy to reflect changes in technology, legal requirements, or our data practices. When updates are made, we will post a prominent notice on our website and notify email subscribers.

### **HOW TO CONTACT US**

If you have any questions, concerns, or requests related to this Privacy Policy, please contact us at:

Email: [info@houseofmercyrochester.org](mailto:info@houseofmercyrochester.org)

Phone: (585) 546-2580