

PRIVACY POLICY -MOVEMENT FOR CHANGE, INC

Effective Date: 15 July 2025

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I. Purpose

At **Movement for Change, Inc.** (“we,” “our,” or “us”), we value and respect the privacy of our donors, volunteers, event participants, program beneficiaries, and website visitors. We are committed to safeguarding the personal information you share with us and ensuring it is handled in a transparent, secure, and responsible manner.

This Privacy Policy explains our practices regarding the collection, use, disclosure, retention, and protection of your personal information in compliance with applicable U.S. federal and state privacy laws, as well as recognized best practices for non-profit organizations.

We are incorporated in the State of Delaware as a non-profit corporation. We are in the process of applying for recognition as a tax-exempt organization under Section 501(c)(3) of the Internal Revenue Code; however, this recognition has not yet been granted. Until that determination is issued by the IRS, donations to our organization may not be tax-deductible.

By engaging in our services, website, or events, you consent to the terms described in this Privacy Policy.

II. Personal Information We Collect

About You and How We Use It

The type of personal information we collect depends on your interaction with us.

II.1. Website Visitors: When you visit our website, we may collect:

- IP address, browser type, operating system, and device identifiers.
- Pages visited, links clicked, time spent on our site, and referring URL.

- Cookies, pixels, and other tracking technologies to improve your online experience and measure the effectiveness of our communications.
- We use this information to analyze visitor engagement, optimize website functionality, and tailor our outreach efforts.

II.2. Donors: When you make a donation, we may collect:

- Full name, email address, phone number, and mailing address.
- Payment details (processed via secure third-party payment processors).
- Donation amount, frequency, and history.

We use this information to process your contributions, send acknowledgment letters, maintain accurate financial records, and communicate updates about our mission and impact.

II.3. Volunteers and Event Participants: When you sign up to volunteer or participate in an event, we may collect:

- Contact details (name, address, email, phone).
- Demographic information, skills, and availability.
- Emergency contact information.
- Photos or videos taken during public events (with appropriate consent).

We use this information to coordinate activities, ensure safety, and recognize volunteer contributions.

III.4. Newsletter and Campaign Subscribers: If you sign up for our mailing list or campaigns, we may collect:

- Name and email address.
- Communication preferences.

We use this information to send newsletters, event invitations, and other updates in line with your preferences.

III. How We Collect Your Personal Information

We collect information in the following ways:

- a) **Directly from you** – when you complete a form, make a donation, register for an event, volunteer, or subscribe to our communications.
- b) **Automatically** – when you interact with our website, through cookies and similar technologies
- c) **From third parties** – such as donation platforms, volunteer management systems, or event registration services.

IV. Use and Disclosure of Your Personal Information

We will use and disclose your personal information solely for the **Primary Purposes** for which it was collected.

Primary Purposes include, but are not limited to:

- Processing donations and issuing acknowledgments or receipts.
- Coordinating volunteer participation and event registrations.
- Communicating with you about our mission, programs, campaigns, and events.
- Complying with legal, tax, and reporting obligations.
- Maintaining accurate organizational and legal records for governance and accountability.

Secondary Purposes may include:

- Conducting surveys to improve our programs and outreach.
- Sending invitations to participate in new initiatives or campaigns.
- Recognizing donor and volunteer contributions in publications or reports (with prior consent).

We may also use your personal information for a **Secondary Purpose** if:

- You have given your consent;
- You would reasonably expect us to use or disclose your personal information for that purpose;
or
- The secondary purpose is permitted under applicable laws and regulations.

V. Disclosure of Information:

We may disclose your personal information to:

- **Service providers** who help operate our programs, events, and website (e.g., payment processors, CRM systems, email service providers).
- **Partner organizations** when jointly hosting an event or program (only with relevant information necessary for participation).
- **Government agencies** or regulators when required by law.
- **Successors or assigns** in the event of organizational restructuring.

We do **not** sell or rent your personal information to third parties for marketing purposes.

VI. How We Protect Your Personal Information

We implement administrative, technical, and physical safeguards to protect personal information from unauthorized access, use, disclosure, alteration, or destruction, including:

- Encrypted data transmission and secure storage systems.

- Role-based access controls.
- Regular system monitoring and security assessments.
- Secure disposal of outdated records.

VII. Your Rights Under Federal and State Law

You have the right to:

- Request access to the personal information we hold about you.
- Request correction of inaccurate or incomplete information.
- Request deletion of your personal information, subject to legal and operational requirements.
- Opt out of receiving marketing or fundraising communications.
- Restrict certain types of processing, where applicable.

VII.1 To exercise your rights, please contact us using the details provided in the **Contact Information** section of this Privacy Policy. Requests may be submitted by email, postal mail, or telephone.

When submitting your request, please include:

- Your full name;
- Your mailing address;
- Your email address;
- Your telephone number; and
- A clear description of the right(s) you wish to exercise.

This information helps us verify your identity and protect against unauthorized requests. In certain cases, we may request additional information or documentation to confirm your identity before processing your request.

We will confirm receipt of your request within **ten (10) business days** and will provide a substantive response within **forty-five (45) days** of verification. If additional time is required due to the complexity or number of requests, we will notify you in writing within the initial 45-day period, explaining the

reason for the delay and the expected completion date (not to exceed an additional 45 days unless permitted by law).

Please note that we may decline to process a request if we cannot verify your identity or if retaining the requested information is required by law or necessary for legitimate operational purposes (e.g., financial recordkeeping or dispute resolution).

VII.2. Opt-Out Options: You have the right to opt out of certain uses and disclosures of your personal information.

There are different ways you can exercise your right to opt out:

- **Cookies and tracking technologies:** You can set your browser to refuse all or some browser cookies or to alert you when cookies are being sent. Please note that some parts of our website may become inaccessible or may not function properly if you disable or refuse cookies.
- **Email communications:** You can opt out by clicking the “unsubscribe” link at the bottom of any of our marketing or fundraising emails, or by contacting us directly at **[Email]**.
- **Third-party sharing:** You can opt out by contacting us directly at **[Email]** if you prefer that we do not share your personal information with third parties for campaign or outreach purposes.
- **Phone calls, postal mail, SMS messages, or targeted advertising:** You can opt out by contacting us via email or phone using the details provided in the **Contact Information** section of this Privacy Policy.

Please note that opting out of certain uses and disclosures of your personal information may affect our ability to provide you with certain updates, services, or event notifications.

If you have previously consented to our processing of your personal information, you may withdraw that consent at any time. Once we receive and process your request, we will cease using your personal information unless there are other legal or operational grounds that require us to retain or continue processing it.

VIII. Information Retention

We retain personal information for as long as necessary to fulfill the purposes described in this Privacy Policy, unless a longer period is required by law.

- Donation and financial records will be retained for a minimum of seven years.
- Volunteer and participation records, will be retained while the relationship remains active and for up to five years thereafter.
- Email subscription data will be retained until you unsubscribe or request deletion.

IX. Minors' Personal Information

We do not knowingly collect personal information from individuals under 13 years of age. If we learn that we have collected personal information from a minor without parental consent, we will delete it promptly.

X. International Users

While Movement for Change, Inc. is incorporated and maintains its primary banking and administrative operations in the United States, our programs, events, and services are available to individuals and organizations worldwide.

Any personal information you provide to us may be stored, processed, and transmitted through systems and servers located in the United States and other countries where we or our service providers operate. Privacy laws in these jurisdictions may differ from those in your country of residence and may not offer the same level of protection.

By engaging with our services, you acknowledge and agree to the transfer of your personal information across borders in accordance with this Privacy Policy. Where required by applicable law, we will implement appropriate safeguards to ensure that such transfers are conducted with adequate protection.

XI. Updates to This Privacy Policy

We may update this Privacy Policy from time to time. The updated version will be posted on our website with a revised “Effective Date.” Significant changes will be communicated via email or other appropriate means.

Contact Information

We ensure your identity verification before granting access to or making changes to your personal information, which may involve presenting proof of identification or specific information. We will address your request within forty-five days of verifying your identity. If additional time is needed, we will inform you in writing, explaining the reason for the delay and the extended timeline.

Movement for Change, Inc.