



## Ronald McDonald House Charities of the Ohio Valley, Inc. Policy # 2.1.7 Website Privacy Policy

### **Purpose:**

The purpose of this Website Privacy Policy is to inform website visitors of the information that we will collect and how it will be shared.

### **Policy:**

Ronald McDonald House Charities of the Ohio Valley, Inc. (RMHCOV) is pleased to provide information to all of its customers about its online privacy policy. Please be assured that RMHCOV uses its best efforts to protect the privacy of visitors to this Website.

### **Information Collected and How It Is Used**

RMHCOV gathers personal information such as first and last names, home addresses, e-mail addresses and phone numbers only when voluntarily submitted by an end user. If an online donation is made, personal information will be collected from the donor in order to process that donation. Credit card information for online donations is collected through a PCI compliant third party vendor.

With the end user's permission, RMHCOV will use personal information collected from the user to send them e-news updates or information regarding new Ronald McDonald House Charities programs, fundraising campaigns or major grant initiatives. If the end user does not elect to receive such materials, we will not send them.

### **Security of Donor Information**

Donor information is stored within a donor management database within RMHCOV. Access to the database is restricted to personnel with legitimate business need to access or modify the information contained therein.

### **Sharing of Personal Information**

Companies may be engaged by RMHCOV to perform a variety of functions, such as assisting with donation collection, providing technical services for our Internet sites, etc.

Such companies may have access to personal information if needed to perform certain functions. However, these companies may only use such personal information for the sole purpose of performing that function. The information may not be utilized for any other purpose.

Other than as provided in this privacy policy, RMHCOV does not sell, transfer or disclose personal information to third parties.

RMHCOV reserves the right to use or disclose any information as needed to satisfy any law, regulation or legal request, to protect the integrity of the site, to fulfill your requests, or to cooperate in any law enforcement investigation or an investigation on a public safety matter.



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### **Access**

The end user is in control of all personal information they provide to RMHCOV online. The end user may request to review, correct or update any personal information that RMHCOV has on them at any time. They may also request for RMHCOV to stop further use of or delete the information. These requests may be made by calling 812-402-7642, emailing [contactus@rmhcohoiovalley.org](mailto:contactus@rmhcohoiovalley.org) or mailing the request to RMHC of the Ohio Valley, 3540 Washington Avenue, Evansville, IN 47714. A user may unsubscribe from our email list by clicking the unsubscribe link at the bottom of the e-newsletter. It may take up to two weeks from the date the request is received to remove an end user from our system.

### **Cookies**

"Cookies" are pieces of information that an Internet site transfers to an individual's hard drive for record-keeping purposes. Cookies allow a certain Internet site to remember important information that will make the end-user's utilization of the site more convenient. Like most Internet sites, RMHCOV uses cookies for a variety of purposes in order to improve an end-user's online experience. For example, we track the total number of visitors to our site on an anonymous, aggregate basis. We may also employ cookies so that the site remembers returning users to the site. We may associate personal information with a cookie file in that instance.

A person may use the options in their Internet browser if they do not wish to receive a cookie or if they wish to set their browser up for notifications when they receive a cookie. An end-user can click on the "Help" section of their browser to learn how to change the cookie preferences. If all cookies are disabled, the end-user may not be able to take advantage of all the features of the RMHCOV web site.

RMHCOV uses Google services, such as Google Analytics, as well as other third party vendors that place first-party and/or third-party cookies on a browser across our websites. To opt out of Google tracking, a user may [visit their opt-out page](#). RMHCOV also uses Google AdWords "remarketing" to market our sites across the web. We place a cookie on a browser, and then Google reads these cookies and may serve an ad on a third party site. A user may opt out of this ad serving on Google's opt out page. If a user is concerned about third party cookies served by networks, they should visit the [Network Advertising Initiative opt-out page](#).

### **Links to Other Sites**

We may offer links to sites that are not operated by RMHCOV. If an end user visits one of these linked sites, they should review their privacy and other policies. RMHC of the Ohio Valley is not responsible for the policies and practices of other companies/organizations/businesses.

### **Changes to our Privacy Policy**

From time to time, it may be necessary for RMHC of the Ohio Valley to change its privacy policy. The most current policy is available upon request at any time.

### **2.1.7 – Website Privacy Policy**