

Privacy Policy

Last Updated: April 22, 2025

At The MACA Foundation Inc. (“MACA”), we take privacy seriously and protect your information as described in this Privacy Policy (“Privacy Policy”).

SCOPE; ACCEPTING THIS POLICY

Before accessing our website or other items we may offer, including but not limited to, social media or other communications (collectively, the “Website”), or whether you reach out via other digital communication methods, such as, text, email, or Facebook, please read this. Each time you use or interact with a MACA Service, it means that you agree to this Privacy Policy and our terms of use (“Terms”). If you do not agree to this Privacy Policy or the Terms, you may not use the Website.

Any changes to this Privacy Policy will be effective immediately upon our posting them to our website at macastrong.org. Continuing to use the Website after we’ve changed this Privacy Policy will mean that you accept the revised Privacy Policy.

INFORMATION WE COLLECT

Personally Identifiable Information (“PII”) is data that can uniquely identify you, such as your full name or home address. By using the Website, we may ask you for some PII, such as your name, home address, email address, other contact information, or birthdate. We will not share it with third parties except as noted in this Privacy Policy.

When you communicate with us, we may automatically receive some PII and other information from you, which may include (i) your phone number, (ii) your mobile service provider, (iii) your IP address, and/or (iv) your internet service provider.

We may keep records of conversations you have with us through the Website, including messages sent or received, surveys, or other information. In those conversations, we may ask you for certain PII. You can choose whether to provide that information which may affect how we can interact with you.

HOW WE MAY USE YOUR PERSONALLY IDENTIFIABLE INFORMATION

We may process your data for many reasons, including to provide services to you, to improve our Website , and to further our charitable mission. We may use and share any information, including PII, that we collect via the Website among our employees, volunteers, agents, contractors, and service providers to support you, to operate, analyze, research, develop, deliver, audit, maintain, and improve MACA, our Website , content, and communications.

WHEN WE MIGHT SHARE PERSONALLY IDENTIFYING INFORMATION WITH THIRD PARTIES

We may share PII we collect from you with third parties if we believe it is necessary to: (A) comply with the law, a subpoena, court order, government request, or other legal process or requirement; (B) protect the interests, rights, safety, or property of MACA, its affiliates, employees, agents, contractors, or volunteers; (C) enforce our Terms or Privacy Policy; (D) comply with legal obligations associated with a sale, merger, or change of control of MACA or its affiliates; (E) address fraud, security, or technical issues; (F) with applicable service providers in order to process payment information related to donations or purchases ; or () to operate the Website or MACA's infrastructure systems properly.

HOW WE MAY USE NON-IDENTIFIABLE INFORMATION

When you use our Website , we also collect certain kinds of anonymous non-identifiable information such as the date and time of day you texted in. We may also anonymize PII that we collect from you so that it cannot be used to identify you or to contact you, by removing or replacing personally identifiable information from it, making it non-identifiable.

We may use and share non-identifiable data with third parties for any reason. Some reasons are described below.

- Feedback

If you provide feedback to us in a survey, we may also ask for your permission to share a non-identifiable version of your feedback with the public — without your name, PII, or any identifying details, of course.

- Research

We may share some anonymized data with researchers at universities and other institutions through a formal process with contracts in place. We do this to contribute to insights and discoveries that may benefit people consistent with our charitable mission.

- Improve Our Website

To help us improve our Website , we may collect and analyze non-identifiable information through third-party applications and services (such as, Google Analytics). These applications and services collect data about how people use our Website , which may include your operating system, Internet browser, mobile device, or screen resolution. The data they collect may also include general usage information, such as whether you have reached out to us before, the number of our website's visitors, or which links were clicked. This information may be collected in the form of cookies, local browser storage, or similar features.

THIRD PARTY SERVICES

- Contacting MACA Through a Third Party Service

If you use a third party service ("Third Party Service") such as Facebook to reach us, both MACA and the Third Party Service may have access to your information. MACA and the Third Party Service may also share your information with each other (such as, for legal reasons).

Our Privacy Policy describes how MACA handles information you provide to us. If you contact us through a Third Party Service, the Third Party Service may have separate policies about how they handle your information. If you don't want a Third Party Service to have your data, do not use that Third Party Service. Instead you can contact us directly by emailing us at the contact information below.

- Recommending Another Resource During a Conversation

During a conversation, we may tell you about another program, resource, or website that we think could be helpful to you. If you choose to contact them, you should read their policies to decide whether to share your information with them. We will not share your information with that program or website.

OUR PURPOSES FOR PROCESSING YOUR DATA

Our lawful purposes for processing your data include consent (where you have given consent), contract (where processing is necessary to deliver the support you requested by reaching out or using our Website), performing tasks carried out in the public interest, and the legitimate interests of MACA. In short, we collect information so we can provide you and others like you with better Website .

HOW WE PROTECT YOUR INFORMATION

We care deeply about data privacy and data security. We take reasonable security precautions, including administrative, technical, and physical measures, to protect your PII from loss, theft, misuse, and unauthorized access. We store information on secure servers and we limit the MACA personnel and third parties that have access to them.

Although we take reasonable measures to protect your information, perfect security does not exist anywhere. We cannot guarantee that your information will never be exposed, or that our security measures will always be able to prevent unauthorized access by third parties.

- Donor Privacy

MACA keeps a record of each donor's giving history for IRS purposes, to analyze giving patterns, make budget projections, and solicit future donations. We do not share our donor file with any other party or organization. For more information, please see our Donor Confidentiality Policy.

HOW LONG WE MAY STORE YOUR INFORMATION

MACA stores data for the purposes described above. We keep PII for no longer than necessary, and then either anonymize it or delete it. We keep non-identifiable data — including the data we have de-identified — indefinitely.

HOW YOU CAN REQUEST ACCESS, DELETION, OR CHANGES TO YOUR INFORMATION

You can request access to or changes to your information in our records by emailing the contact below. We will require you to verify your identity for us to process your request. You can request that we delete

your PII and conversation by messaging the word DELETE to us, using whatever service you used to contact us (such as, text or Facebook), after which we will ask you to confirm your request.

We will try to process deletion requests quickly. We may decline to process requests that are unreasonably repetitive, require unreasonable technical effort, or are otherwise impractical, or which would conflict with a law enforcement matter. Additionally, we will decline to process deletion requests if we believe it is necessary to: (A) comply with the law, a subpoena, court order, government request, or other legal obligations; (B) protect the interests, rights, safety, or property of MACA, its employees, agents, contractors, or volunteers; (C) enforce our Terms or Privacy Policy; (D) comply with legal obligations associated with a sale, merger, or change of control of MACA or its affiliates, or (E) to address fraud, security, technical issues; or (F) to operate the Website or their infrastructure systems properly.

If your data have already been anonymized, and your non-identifiable information has been shared, we will not be able to take back non-identifiable information that has been used or shared with others. We may continue to use and share non-identifiable data according to this Privacy Policy.

CALIFORNIA PRIVACY RIGHTS

California privacy laws permit users of our Website who are California residents to request certain information or restrictions regarding their personal information or opt out of sharing personal information to third parties for their direct marketing purposes. To make such a request, please email us at the contact email below.

WE DO NOT KNOWINGLY COLLECT INFORMATION FROM CHILDREN

Our website and other information is intended for adults. We do not knowingly collect or solicit personal information from anyone under the age of 13 without parental consent. As a not-for-profit organization exempt from federal income tax under Section 501(c)(3) of the Internal Revenue Code, MACA is exempt from compliance with the Children's Online Privacy Protection Act of 1998, however in the event we learn that we collected personal information from anyone under 13, we will delete that information.

CONTACT US

If you have any questions or concerns about this Privacy Policy or Terms of Use, please contact:
maca2024@gmail.com.