

# Privacy Policy for the SFFC Foundation's PFE Program

Effective Date: 01/01/2024

## 1. Introduction

Welcome to the PFE Program of the SFFC Foundation (referred to as "we," "our," "us"). We are committed to protecting your privacy and ensuring the confidentiality of your personal information. This Privacy Policy outlines how we collect, use, disclose, and safeguard your information when you visit our website, <https://sffcfoundation.org/pfe/> (the "Site").

## 2. Information We Collect

We may collect personal information that you voluntarily provide to us when you register for our program, subscribe to our newsletter, make a donation, or communicate with us. This information may include:

- Personal Identifiable Information (PII): Name, email address, phone number, mailing address, and other contact information.
- Payment Information: Credit card number, billing address, and other payment details.
- Demographic Information: Age, gender, and other demographic details.
- Technical Information: IP address, browser type, operating system, and other technical information collected through cookies and similar technologies.

## 3. How We Use Your Information

We use the information we collect to:

- Provide, operate, and maintain our program and services.
- Process your donations and send you donation receipts.
- Communicate with you, including sending newsletters, updates, and promotional materials.
- Improve our website, program, and services.
- Monitor and analyze usage and trends to enhance your experience on our Site.
- Comply with legal obligations and protect our legal rights.

## 4. Disclosure of Your Information

We do not sell, trade, or otherwise transfer your personal information to outside parties, except as described below:

- Service Providers: We may share your information with third-party service providers who assist us in operating our website, conducting our program, or processing donations.
- Legal Requirements: We may disclose your information if required to do so by law or in response to valid requests by public authorities (e.g., a court or government agency).
- Protective Measures: We may disclose your information to protect the rights, property, or safety of the SFFC Foundation, our users, or others.

No mobile information will be shared with third parties/affiliates for marketing/promotional purposes. All the above categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties.

Existing Terms & Conditions should also include SMS Terms & Conditions-Example of compliant SMS terms: THE SFFC FOUNDATION, INC., also known as THE SFFC FOUNDATION, INC. This campaign sends an update to the end user describing their updated reflection status. For example, reflections are approved, rejected, resubmitted, etc.; Message frequency varies; Message and data rates may apply; Text HELP to +18644915198 for help; Reply STOP to cancel; Carriers are not liable for any delays or undelivered messages.

## 5. Data Security

We implement appropriate technical and organizational measures to protect your personal information from unauthorized access, disclosure, alteration, and destruction. However, no method of transmission over the Internet or method of electronic storage is 100% secure, and we cannot guarantee absolute security.

## 6. Your Rights

Depending on your location, you may have the following rights regarding your personal information:

- Access: You have the right to request access to the personal information we hold about you.
- Correction: You have the right to request that we correct any inaccuracies in your personal information.
- Deletion: You have the right to request that we delete your personal information.
- Objection: You have the right to object to our processing of your personal information.
- Withdrawal of Consent: If we rely on your consent to process your personal information, you have the right to withdraw your consent at any time.

To exercise any of these rights, please contact us using the contact details provided below.

## 7. Third-Party Links

Our Site may contain links to third-party websites. We are not responsible for the privacy practices or the content of these websites. We encourage you to read the privacy policies of any third-party sites you visit.

## 8. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page and updating the effective date. We encourage you to review this Privacy Policy periodically to stay informed about how we are protecting your information.

## 9. Contact Us

If you have any questions or concerns about this Privacy Policy or our privacy practices, please contact us at:

SFFC Foundation

1040 Avondale Rd, Hendersonville, TN 37075, USA

Email: [pfe@sffcfoundation.org](mailto:pfe@sffcfoundation.org)

Phone: 615.675.0450

Thank you for supporting the SFFC Foundation's PFE Program.

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