

## **PARKINSON'S ASSOCIATION OF WEST MICHIGAN**

### **PRIVACY POLICY**

*(Effective as of July 1, 2024)*

Your privacy is very important to the Parkinson's Association of West Michigan ("PAWM", "we", or "us"). We also understand that privacy is very important to you. This Privacy Policy ("Privacy Policy") is designed to help you understand how we collect, use, and safeguard the information collected from the [www.parkinsonswm.org](http://www.parkinsonswm.org) website ("Site") and the services accessible through the Site, including support, information, and connections to the global community for caregivers, families, and people with Parkinson's Disease (collectively, the "Services"). Your use of the Services constitutes your acceptance of this Privacy Policy and Terms of Use (available at: <https://parkinsonswm.org/terms-use/>) and your consent to the collection, use, and disclosure of information in accordance with the terms of this Privacy Policy.

This Privacy Policy applies only to information gathered on and through the Services, and does not apply to any other information, website, or application not owned or operated by PAWM. Except as written in any other disclaimers, policies, terms of use, or other notices on this Site, this Privacy Policy is the complete agreement between you and PAWM with respect to your use of the Services. You may be subject to additional terms that may apply when you access particular services or materials on certain areas of this Site or by following links that take you away from this Site. Please review this Privacy Policy periodically as we may update it from time to time. Each time you visit or use the Services or provide us with information, you are, by doing so, accepting the practices described in this Privacy Policy.

#### **SUMMARY**

We value your privacy. Unless otherwise stated in this Privacy Policy, we will not sell your personal information without your consent. No mobile information will be shared with third parties/affiliates for marketing/promotional purposes. All other categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties.

This section gives a brief overview of our data collection and use policies. Please see below for a more detailed discussion of each topic.

#### ***We collect the following information:***

- Personal information that you provide us on a voluntary basis.
- Geographic and demographic information available through Google Analytics only.
- Information that your browser routinely shares with websites.
- If you use the mobile version of our Site, it may use geographic information temporarily collected from your mobile device.

#### ***We use and disclose the information we collect for the following purposes:***

- To provide Services and support that you request or register to receive.
- To help us improve the Services, understand our users and their preferences.
- To our service providers and business partners who support the Services we provide to you so that they can access information needed for such services, but only on terms consistent with this policy.
- To protect our business interests or the rights of others, when required by law, to cooperate with law enforcement, or in connection with the sale or merger of all or part of our business.

***The Services use the following tracking technologies:***

- Cookies, web beacons, and similar technology track movement across our Site and keeps track of our registered users and their preferences.
- Advertising services may place ads on the internet for us, and they may use tracking technology. **We do not share your personal information** with these services.
- Web analytics services, such as Google Analytics, may use cookies and browser information to provide demographic, statistical, and other information about the visitors to our Site, such as their interests, hobbies, and preferences.

***We use these commercially reasonable data security practices:***

- If you make a donation through our Site, we use third-party service providers to process your payment information and do not store your credit card information.
- We limit access to your personal information to those who have legitimate need to use it.

***Other details about our practices:***

- Although the Services may contain links to other websites, this policy applies only to the Services owned or operated by PAWM.
- We use your personal information only for the purposes for which it is collected and consistent with this policy, and we retain your information as permitted by applicable law.
- We may update this policy from time to time.
- If applicable, you can update your online account information at any time.
- We do not intend to collect information from children under the age of 13.

**INFORMATION WE COLLECT**

***Personal information that you provide:*** You may visit and browse the Site without providing any personal information. We may, however, collect personal information that you provide to us on a voluntary basis. When we ask for your personal information, it is so that we can provide materials and/or services to you, communicate with you about such materials and services, or so we can provide you information about materials and services that may be of interest to you. For example, you can register on our Site by providing us with information such as your name, address, telephone number and e-mail address, and then elect to receive newsletters or e-mails. Among other things, you can make donations to PAWM. It will always be your choice whether to provide your personal information to take advantage of these features. You understand that sharing such information is completely voluntary. PAWM assumes no liability for such information.

We may also offer certain social networking features on this Site, such as the opportunity to post comments or opinions about our products. If you choose to submit your comments or opinions, keep in mind that these will be available to the general public and are not subject to any privacy.

***Information provided by your web browser:*** Like many other websites and applications, regardless of which section of the Services you are visiting, we may record information that your browser routinely shares, and we may automatically track certain information based upon your behavior on the Services. This information may include, for example, the URL that you have just come from (whether this URL is on our Site or not), the URL you go to next (whether this URL is on our Site or not), your computer's browser information, the date and time of your visit, mouse clicks, mouse movements, scrolling activity, text that is typed, the geographical location of the Internet Protocol address and the pages on this Site that you visit. This will generally be anonymous data that we collect on an aggregate basis. We will not attempt to associate anonymous data with the personal information that you provide to us, except to investigate apparent fraud or a threat to our Services, our organization or our users or unless required to do

so to cooperate with law enforcement activity or other governmental request or to otherwise comply with law.

### ***Additional information collected from mobile devices***

We may also operate a version of this Site specifically designed to work with mobile devices. The mobile Site may include a feature that uses geographic location information provided by your mobile device.

## **HOW WE USE THE INFORMATION WE COLLECT**

We will generally use the information that we collect to help us operate the Services, to provide requested information and services, to help us understand our users and their preferences, and to market events and services to our Services' users that may be of interest to them. The following provides a more specific discussion of our uses and disclosures of the information that we collect. We will seek your consent before we use your personal information for any other purposes.

***To provide information and services:*** In general, the information you provide to us is used to help us communicate with you. For example, we use personal information to contact users in response to questions, solicit feedback from users, provide technical support, and inform users about events and offers. We may use the personal information collected through the Services to provide and/or improve our services and support that you request or register to receive or process your donations. For example, if you make a donation via the Services, we will use your personal information, as necessary, to process your donation and communicate with you about the status of your donation. (See "Donations" section below for more details.) We will also use the personal information collected through the Services to open, maintain, administer and service your account.

If you register on our Site, we may give you the option to add your e-mail address to one or more mailing lists. You may change your preferences or opt out of all e-mails at any time by clicking on the "unsubscribe" link found at the bottom of each e-mail or indicating that you do not wish to receive communications from use by going to the following Site location: <https://parkinsonswm.org/mailling-list/>. Please note that notwithstanding the promotional preferences you indicate by either unsubscribing or opting out in the above referenced Site location, we may still email you in connection with specific requests from you or regarding issues specific to you or to provide you with information regarding updates to our Privacy Policy

We maintain a database about our supporters and users of the Services that allows us to (i) analyze and monitor user and supporter activity, (ii) promote and support our events and services, and (iii) develop a knowledge base regarding supporters and users of our Services.

We may combine the information we receive from and about you, including information you provide to us and information we automatically collect through our Services, as well as information collected offline or from third-party sources to help us tailor our communications to you and to improve our Services.

***Information shared with our business partners:*** To improve the information and services offered, we may use business partners to help us design and operate the Services or to provide other services to support the Services. For example, we may hire a company to run certain website applications, provide servers for our email communications, send emails from us, process credit card donations or help us analyze our data. Unless otherwise indicated on our Site, if we allow our business partners to access the personal information we collect, it will be for limited purposes and in compliance with this Privacy Policy. **We do not share your personal information.**

**Statistical Analyses of the information:** We may use an analytics provider to help us gather statistical information about the visitors to our Site and how they use the Services on an anonymous, aggregate basis, but we do not associate this data with personally identifiable data unless required to do so to cooperate with law enforcement activity or other governmental request or to comply with law. We may use this information to gain a better understanding of the users of our Services, to improve our Services, and to improve product offerings. We may use Google Analytics to perform such functions. Depending on the type of browser and device that you use, you may have the ability to control the type of information that Google Analytics uses. To understand how Google Analytics collects and processes data, please visit [www.google.com/policies/privacy/partners/](http://www.google.com/policies/privacy/partners/). We reserve the right to license, collect, or share aggregate geographic or demographic information about the visitors to and users of our Services, but this information will not be individually identifiable. **We do not share your personal information.**

**Donations:** When an online transaction is performed through the Site, your payment information, including your credit card information, will be captured and processed by Authorize.Net ("Payment Gateway"), a third-party provider that will manage and process the transaction. Our Payment Gateway will encrypt and relay the transaction data to Chase Paymentech ("Merchant Service Provider") where the transaction is approved and funds collected. The Payment Gateway and Merchant Service Provider adhere to industry-standard security measures for payment processing, including the Payment Card Industry Data Security Standard (PCI-DSS) and they retain responsibility for PCI-DSS compliance. You may find out more about how our Payment Gateway and Merchant Service Provider use your transaction data by accessing their respective privacy policies at:

- Payment Gateway: <https://www.authorize.net/company/privacy/>
- Merchant Service Provider: <https://www.jpmorgan.com/country/US/EN/merchant-services/ms-privacy-statement>

Transaction data consisting of, as applicable, your PayPal account information, credit card account number, and CCV (collectively, your "Personal Financial Information" or "PFI") is never collected by PAWM or retained in PAWM's records. We retain only limited personal information for historical record keeping and tax receipt preparation, including but not limited to, a donor's name, address, and date and amount of donation.

**Business operations, law enforcement and legal actions:** We may release your information without prior notice when we believe it is appropriate to prevent fraud; to comply with law or to cooperate with law enforcement activity or other governmental request; to respond to subpoenas, court orders or administrative agency requests for information; to enforce our policies; to protect the rights, property and safety of our business and of others; or when required or otherwise permitted by law. For example, we may share information with law enforcement to reduce the risk of fraud or if someone uses or attempts to use our Services for illegal reasons. If there is a sale or merger of the company, division or business unit that operates the Services, we may also transfer the information we have collected in connection with such sale or merger.

We will use the information we collect to continuously improve our business and our Services and Site development. Your comments and suggestions about our Site and Services are always appreciated. Please contact us at [info@parkinsonswm.org](mailto:info@parkinsonswm.org) if you have any comments or suggestions.

**Customized experience:** We may use the information that we have about you to provide and personalize some of the Services' features or services (including ads), including with the help of automated systems and inferences we make, so that the Services can be more relevant and

useful to you and others. However, we do not use automated decision-making without human intervention, including profiling, in a way that produces legal effects concerning you or otherwise significantly affects you.

### **COOKIES AND OTHER ONLINE TRACKING TECHNOLOGIES**

PAWM uses cookies for your protection and convenience. Cookies are sent to a user's browser from our servers and are stored on the user's computer hard drive. Sending a cookie to a user's browser enables us to collect non-personal information about that user and keep a record of the user's preferences when utilizing our Services, both on an individual and aggregate basis. We may use both persistent and session cookies; persistent cookies remain on your computer after you close your session and until you delete them, while session cookies expire when you close your browser. Cookies enable us to provide secure pages to our Services' users without asking them to sign in repeatedly. Most Internet browsers enable you to erase cookies from your computer hard drive, block all cookies, or receive a warning before a cookie is stored. Please be aware, that some of the Services' functions or features may not work properly without cookies.

PAWM may allow trusted third parties to place advertisements for our events and Services on sites and applications operated by others. These trusted third parties may use cookies and web beacons to measure the effectiveness of our ads and to determine the display of content and advertising to you based on your interests both on our Services and other sites and applications that you may visit. To support this interest-based advertising solution, we and the companies we may contract with may use anonymous information about your visits to our and other websites and applications. If you access this Site using a mobile device, the third party may use anonymous identifiers if the device does not accept cookies. The information collected and used by this process is always anonymous and does not enable any third party to identify you individually. You can learn more about interest-based advertising and opt out of such advertising from certain companies at [aboutads.info](http://aboutads.info).

### **HOW WE PROTECT YOUR PERSONAL INFORMATION**

PAWM will use commercially reasonable means to protect the integrity of the Services and limit access to your personal information. We limit access to your personal information to those who have a legitimate need to use the information and educate our staff about their duty to protect your privacy and provide training regarding the policy described herein. Personal information collected by us (excluding PFI and information which you may submit voluntarily through the Services in the form of reviews, blogs, or forums) is stored behind a firewall and protected using secure encryption. If you have set up a user name and profile, you should be sure to protect your user ID and password to prevent others from being able to access the Services in your name. However, we cannot provide absolute assurances against, and will not be liable for, any breaches of data security or confidentiality due to system failures or unauthorized access by third parties, or other causes beyond our reasonable control.

### **DO-NOT-TRACK**

At this time the Services do not recognize automated browser signals regarding tracking mechanisms, which may include "do not track" instructions. However, you can change your privacy preferences regarding the use of cookies and similar technologies through your browser or mobile device.

### **THIRD-PARTY WEBSITES**

This Site and the Services may contain links to other websites operated by companies that are not affiliated with us. Also, you may have come to this Site from a website that is not operated by us. We are not responsible for the operation of these other sites or the information that they collect

from their visitors or the privacy practices they employ. This Privacy Policy applies solely to information collected by us through the Site and the Services. We encourage our users to be aware when they leave our Site and Services and to read the privacy statements of each website to which we may link before proceeding to use them.

### **INFORMATION TRANSFER AND STORAGE**

Any information you provide to us through the use of the Site may be stored, processed, transferred among, and accessed from the United States. However, we will handle your personal information in accordance with this Privacy Policy regardless of where your personal information is kept. You understand and agree that PAWM may collect, use, disclose, and otherwise process the information you provide as described in this Privacy Policy even if you are from an area outside the United States. Your personal information may be disclosed in response to inquiries or requests from government authorities or to respond to judicial process in the United States.

### **CONSEQUENCES OF NOT PROVIDING PERSONAL INFORMATION**

You are not required to provide all personal information identified in this policy to use our Services or to interact with us offline, but certain functionality will not be available if you do not provide personal information. For example, if you do not provide personal information, we will not be able to respond to your requests or provide you with materials and information that we believe you would find valuable.

### **INFORMATION INTEGRITY AND RETENTION**

We use the information that we collect about you only for the purposes for which it is collected and consistent with this Privacy Policy. We keep information provided to us for as long as we believe necessary for our business purposes and as permitted by applicable law.

### **VERIFYING, CHANGING, AND DELETING YOUR INFORMATION**

If you have registered for an account, you can access, review and manage many changes yourself via your account, including updating your profile information and changing your communication preferences. If you have not registered for an account, or the information you are seeking is not available within your account, you can contact us as detailed below and ask us to change, update or fix your information in certain cases, particularly if it is inaccurate. You can also request that we erase or delete all or some of your personal information or otherwise object to, limit, or restrict the use of such information (if we have no legal right or legitimate business interest in retaining such information).

### **CHANGES TO THIS POLICY**

PAWM's operations and the laws that regulate us change from time to time, and we reserve the right to change this Privacy Policy and/or our Terms of Service at any time. If we do change this policy, we will post the revised version on the Site. You should periodically check the Site for Privacy Policy updates. We may notify you of changes to our Privacy Policy by sending a notice to the primary email address specified in your account or by placing a prominent notice on our Site. If we propose to change our policy in a way that would permit us to make additional uses of the personal information that we had previously collected about you, we will obtain your affirmative, express consent before using your information in a materially different way.

## **CHILDREN**

While our Site is available for all to come visit, you must be at least 13 years old to register on our Site or to make donations. We will not knowingly collect information about children under the age of 13. If you are under the age of 13, please do not register as a user and do not submit your personal information. If you are a parent who believes that we have collected information about a child under age 13, please contact us at [info@parkinsonswm.org](mailto:info@parkinsonswm.org) with your child's name and address, and we will delete the information we have about your child from our records and provide information in accordance with the Children's Online Privacy Protection Act ("COPPA").

## **CONTACT US**

If you have any questions regarding this Privacy Policy or the practices of this Site, please contact us by sending an email to [info@parkinsonswm.org](mailto:info@parkinsonswm.org), or write us at:

**Parkinson's Association of West Michigan  
7311 Crystal View Drive SE  
Caledonia, MI 49316**

## **ACKNOWLEDGMENT**

YOU ACKNOWLEDGE THAT YOU HAVE READ THIS PRIVACY POLICY, UNDERSTAND ITS TERMS AND CONDITIONS, AND WILL BE BOUND BY THESE TERMS AND CONDITIONS. YOU FURTHER ACKNOWLEDGE THAT THESE POLICIES TOGETHER WITH THE TERMS OF USE POLICY AT [HTTPS://PARKINSONSWM.ORG/TERMS-USE/](https://parkinsonswm.org/terms-use/) REPRESENT THE COMPLETE AND EXCLUSIVE STATEMENT OF THE AGREEMENT BETWEEN US AND THAT IT SUPERSEDES ANY PROPOSAL OR PRIOR AGREEMENT, ORAL OR WRITTEN, AND ANY OTHER COMMUNICATIONS BETWEEN US RELATING TO THE SUBJECT MATTER OF THIS AGREEMENT.