



## Grand Rapids Community Foundation’s Website Privacy Policy

This version was last updated on: June 27, 2022.

### INTRODUCTION

Welcome to our Privacy Policy for our websites, [www.grfoundation.org](http://www.grfoundation.org), [givegr.org](http://givegr.org), [challengescholars.org](http://challengescholars.org) and any of our related domains, social media channels, services, information, web postings, and tools (collectively, “Website”) for the Grand Rapids Community Foundation, (“Foundation” or “we” or “us”) in the United States.

We respect your privacy and are committed to protecting your personal data. This Privacy Policy will inform you as to how we look after your personal data when you visit our Website (regardless of where you visit it from) and tell you about your privacy rights.

By using our Website, **you consent to the data practices described in this Privacy Policy and you agree to the Website Terms of Use as if fully incorporated herein.** If you do not agree with the data practices described in this Privacy Policy, please do not use our Website.

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### 1. IMPORTANT INFORMATION AND WHO WE ARE

The Foundation is a nonprofit organization that connects people, passion and resources. Our mission is to build and manage our community’s permanent endowment and lead the community to strengthen the lives of its people. With our partners, the Foundation uses the tools of philanthropy to find solutions to pressing issues. We provide grants to support the work of nonprofits, scholarships to local students and other forms of support to communities working to eliminate barriers to opportunity, prosperity and belonging. We envision a magnetic and interconnected West Michigan community.

## Purpose of this Privacy Policy

This Privacy Policy aims to give you information on how we collect and process your personal data through your use of this Website, including any data you may provide through this Website when you sign up to our newsletter, donate, establish a fund, or utilize a service.

This Website is not intended for children and we do not knowingly collect data relating to children consistent with the U.S. Children's Online Privacy Protection Act. If we learn that we have received information directly from a child under age 13 without the parent or legal guardian's verified consent, we will use that information only to respond to the child/parent/guardian to inform the child that he or she may not use the Website.

It is important that you read this Privacy Policy together with any other Privacy Policy or fair processing notice we may provide on specific occasions when we are collecting or processing personal data about you so that you are fully aware of how and why we are using your data. This Privacy Policy supplements our other [policies](#) and is not intended to override them.

## Grand Rapids Community Foundation Contact Information

Our contact details are:

Email address: [info@grfoundation.org](mailto:info@grfoundation.org)

Postal address: 185 Oakes Street SW Grand Rapids, Michigan, 49503

Ph: (616) 454-1751

## Changes to this Privacy Policy and Your Duty to Notify Us of Changes

We will notify you of any changes to this Privacy Policy. It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us.

## Third-Party Links

This Website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our Website, we encourage you to read the Privacy Policy of every website you visit.

## 2. THE DATA WE COLLECT ABOUT YOU

Personal data, or personal information, means any information about an individual from which that person can be identified.

We or our service providers may collect, use, store and transfer different kinds of personal data about you via our Website or in the course of providing services to you which we have grouped together follows:

- **Identity Data** includes first name, last name, username or similar identifier, job title, date of birth, racial/ethnic background.
- **Contact Data** includes delivery address, email address and telephone numbers.
- **Financial Data** includes donor history, payment card details, account numbers, expiration dates.
- **Transaction Data** includes details about our transactions with you and other details of products

and services you have purchased from us.

- **Technical Data** includes internet protocol (IP) address, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform and other technology on the devices you use to access this Website.
- **Usage Data** includes information about how you use our Website, products and services.
- **Outreach and Communications Data** includes your preferences in receiving communications (for example, newsletter, annual report) from us and our third parties and your communication preferences.

### **Donor Privacy**

The Foundation collects and uses personal information such as: name, address, phone number, and email address when a donor voluntarily provides it to us. In addition, the Community Foundation keeps a secure record of each donor's giving history. This information is kept on file for IRS purposes and is also used by the Development Department to analyze overall giving patterns in order to make more accurate budget projections.

**We do NOT sell, trade, or share our donor list with any other organization.** If you have a change in your donor information, please contact us at (616) 454-1751 or email us at [info@grfoundation.org](mailto:info@grfoundation.org)

## **3. HOW WE COLLECT YOUR PERSONAL DATA**

We use different methods to collect data from and about you including through:

**Direct interactions.** You may give us your personal data by filling in forms or by corresponding with us by post, phone, email or otherwise. This includes personal data you provide when you:

- apply for funding, grants, and scholarships;
- give donations, create a fund, endow a scholarship;
- create an account on our Website;
- subscribe to our service or publications;
- request outreach communications (newsletter, annual report, email list) to be sent to you;
- conduct a survey; or
- give us some feedback.

### **Automated technologies or interactions**

As you interact with our Website, we may automatically collect data about your equipment, browsing actions and patterns.

To help us better understand how people navigate our website, we use a third-party service called HotJar which provides heatmaps and other information about your behavior. If you'd like to opt-out you can do that here. [Opt Out](#).

### **Third-party sources**

We may receive personal data about you from various third parties including our third-party service providers. We employ other companies and individuals to perform functions upon our behalf. Examples include storing

and analyzing data, providing search results and links, providing services, and payment processing. They have access to user information needed to perform their functions, but may not use it for other purposes.

### **Cookies Policy**

We may place “cookies” on the browser of your computer. Cookies are small pieces of information that are stored by your browser on your computer’s hard drive. Cookies may enhance the convenience and use of the Website. For example, the information provided through cookies may be used to recognize you as a previous user of the Website (so you do not have to enter your personal information every time), offer personalized information for your use, and otherwise facilitate your experience using the Website. You may choose to decline cookies if your browser permits, but doing so may affect your ability to access or use certain features of the Website.

### **Web Beacons**

We may also utilize web beacons on our Website. A “web beacon,” also known as an Internet tag, pixel tag or clear GIF, links web pages to web servers and their cookies and may be used to transmit information collected through cookies back to a web server. The information collected through these automated means may include information that we gather and store about your visit to, and use of, the Website, such as your IP address, type of browser and operating system used, date and time you access the Website, pages you visit, and, if you linked to the Website from another website, the address of that website. This data does not include personal information and is not treated as personal information under this Privacy Policy, but it may include the IP address of your device. We may link an IP address to information that is personally identifiable.

## **4. HOW WE USE YOUR PERSONAL DATA**

We will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances: (a) where we need to perform the contract we are about to enter into or have entered into with you; (b) where it is necessary for our legitimate interests (or those of a third party) and your interests and rights do not override those interests; (c) where we need to comply with a legal or regulatory obligation. We use your data in the following ways:

- To register you as a new guest, user, or member;
- To process donations, scholarships, and funds, and grants;
- To manage our relationship with you;
- To enable you to complete a survey;
- To administer and protect our Website;
- To deliver relevant Website content to you;
- To use data analytics to improve our Website, services, outreach communications, client relationships and experiences;
- To make suggestions and recommendations to you about services that may be of interest to you.

## Outreach Communications

We strive to provide you with choices regarding certain personal data uses, particularly around outreach communications like our newsletter, magazine, or email list. You can manage outreach communications we provide to you by opting out, which is described in the “Opting Out” section below.

## Opting Out

You can ask us to stop sending you outreach messages at any time by replying to an email from us with “unsubscribe” in the subject line, clicking “unsubscribe” in the email itself, or by [Contacting us](#) at any time.

## 5. DISCLOSURES OF YOUR PERSONAL DATA

We do not sell, trade, or otherwise transfer to outside parties your personally identifiable information. This does not include trusted third parties who assist us in operating our site, operating the Foundation, or servicing you, so long as those parties agree to keep this information confidential. Those trusted third-party partners may:

- Provide you and members with various services
- Provide database maintenance and security
- Help us manage transactions
- Help us process and fulfill requests, applications, and other forms

We may also release your information when we believe release is appropriate to comply with the law, enforce our site policies, or protect ours or others’ rights, property, or safety.

**Disclosure in the Event of Transfer of Service Providers.** If we are involved in a transition of service to another provider, then your Personal Information may be transferred as part of such a transaction, as permitted by law and/or contract. By providing your personal information to us, you consent to such a transfer.

## 6. WEB ACCESSIBILITY STATEMENT

We value organizations within our community that are committed to promoting the broad diversity and inclusion of our community. We seek grantees and partners that incorporate diversity and inclusion into their mission, governance board, staff, volunteers, vendors and constituents served.

Consistent with that mission, we are committed to making the Website’s content accessible and user friendly to everyone. If you are having difficulty viewing or navigating the content on this website, or notice any content, feature, or functionality that you believe is not fully accessible to people with disabilities, please call us at (616) 454-1751 or email us at [info@grfoundation.org](mailto:info@grfoundation.org) with “Assist with Access” in the subject line and provide a description of the specific feature you feel is not fully accessible or a suggestion for improvement.

## 7. DATA SECURITY

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorized way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a need to know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

We have put in place procedures to deal with any suspected personal data breach and will notify you and any

applicable regulator of a breach where we are legally required to do so.

## 8. DATA RETENTION

We will only retain your personal data for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorized use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

## 9. YOUR RIGHTS

Under certain circumstances, you may have rights under data protection laws in relation to your personal data.

- Request access to your personal data.
- Request correction of your personal data.
- Request erasure of your personal data.
- Object to processing of your personal data.
- Request restriction of processing your personal data.
- Request transfer of your personal data.
- Right to withdraw consent to us processing your personal data.

If you wish to exercise any of the rights set out above, or if you have a complaint please [Contact us](#). The Foundation commits to resolve complaints about our collection or use of your personal information. Inquiries or complaints regarding the processing of personal data should first be directed to the Grand Rapids Community Foundation at [grfound@grfoundation.org](mailto:grfound@grfoundation.org).

## 10. CALIFORNIA RESIDENT'S PRIVACY RIGHTS

The Foundation does not track its Users over time and across third-party websites to provide targeted advertising and therefore or does not respond to Do Not Track (DNT) signals.

California's "Shine the Light" law permits individual California residents to request certain information regarding our disclosure of certain categories of Personal Information to third parties for those third parties' direct marketing or outreach purposes. To make such a request, please contact us at [Contact us](#). This request may be made no more than once per calendar year.

[ END ]