

## **Privacy Policy**

### **Terms of Use**

At Broome Street Academy, we understand that privacy is important, and we are strongly committed to protecting the privacy of our donors and visitors to our website. The following information is designed to help you better understand the information we gather from our site and through our services, how we handle the information once we gather it, whether we disclose it to anyone, and the choices you have regarding our use of, and your ability to correct, the information. Please note that this Privacy Policy applies only to this site and not necessarily to other companies' or organizations' websites to which we link. By visiting this site, you are accepting the practices described in this Privacy Policy.

### **Why Broome Street Academy Uses and Collects Information About You**

Our primary goals in collecting personal information are to provide you with a smooth, efficient, and customized experience, to send you information upon your request, to facilitate your ability to make charitable donations, and to thank you for your support.

### **Aggregate Data**

In general, we automatically gather certain usage information, such as the number and frequency of visitors to this site. This information may include which URL you just came from, which URL you next go to, what browser you are using, and your IP address. We use such data only in the aggregate. This collective data helps us determine how much our visitors use parts of the site, and do internal research on our users' demographics, interests, and behavior to better understand and serve you. In addition, we may aggregate data and disclose such information in a non-personally identifiable manner to related entities, partners, and third-party vendors. In these situations, we do not disclose any information that could be used to identify you personally.

### **Personally Identifiable Information**

If you volunteer to conduct certain activities online, such as joining our newsletter mailing list, registering for an event, and/or donating, we may ask you to provide personally identifiable information, including your e-mail address, postal address, telephone number, and other relevant information. We seek such information to (1) fulfill your requests for information; (2) process your registration for an event; and (3) facilitate your donations and to communicate with you about them. In addition, we may use such information to improve our marketing and promotional efforts, to analyze site usage, improve our content and product offerings, and customize our site's content, layout, and services.

Unless you specify that a gift be "anonymous" or otherwise request that your name not be listed, we list the names of donors who give \$250 and up in some brochures and benefit programs to recognize the generosity of those who have given to our cause. We do not sell our donor lists to anyone, nor do we include them in any direct mail solicitations.

We may use internal service providers to facilitate our services, and therefore, may provide some of your personally identifiable information directly to them. In addition, we employ other companies and individuals to perform functions on our behalf.

## Cookies and Tracking

We may use cookies and tracking technologies to enhance your user experience and analyze site usage.

## Your Choices

You can opt-out of cookies and tracking, request information correction, or unsubscribe from communications.

## Sharing Information

As a matter of policy, we will not sell, share, or rent information about you differently than disclosed in this statement. However, we may disclose information to governments or third parties under certain circumstances, such as law enforcement inquiries or intellectual property rights investigations. SMS opt-in consent and phone numbers for the purpose of SMS are not being shared with any third parties under any circumstances.

## Policy Towards Children

We prioritize children's online safety and privacy. While encouraging children to learn about our organization under parental supervision, we comply with the Children's Online Privacy Protection Act (1998). Key aspects:

1. Never requesting personally identifiable information from minors under 13 without parental consent.
2. Removing such information if provided without consent.
3. Contact information for parents/guardians: [contactbsa@broomestreetacademy.org](mailto:contactbsa@broomestreetacademy.org)

## Opting Out

To opt out of email communications or data usage:

1. Notify us directly at [contactbsa@broomestreetacademy.org](mailto:contactbsa@broomestreetacademy.org).
2. We will remove your information from future mailings within a commercially reasonable timeframe.

## Security

Protecting user information is paramount:

1. Physical, electronic, and administrative safeguards.
2. Secure online servers (SSL technology).
3. Encryption for customer transactions.
4. Digital certificates for data protection.
5. Network security (SonicWALL Pro 3060).

6. Email encryption (SSL technology).

### **Privacy Policy Changes**

We reserve the right to update this policy periodically. Changes will be posted prominently on our website.

### **Governing Law**

Your use of this site and this Privacy Policy is governed by and construed in accordance with the laws of the State of New York. Any disputes will be resolved exclusively in Manhattan, New York state or federal courts.

### **Contact Us**

Thank you for visiting! For questions or concerns:

[contactbsa@broomestreetacademy.org](mailto:contactbsa@broomestreetacademy.org)