



## PRIVACY POLICY

### **Purpose**

Latinos In Action (LIA) is committed to protecting the privacy of those accessing its Web sites. The purpose of this policy is to inform those accessing LIA Web sites about the collection and use of the personally identifiable information of its users.

### **Scope**

This privacy policy statement applies to all LIA Web sites.

### **Definition of Personally Identifiable Information**

For the purposes of this policy "personally identifiable information" means any information collected online that could serve to identify an individual, such as:

- First and last name
- Physical address
- Email address
- Telephone number
- Social Security number
- Credit card information
- Account Number
- Bank account information
- Any combination of personal information that could be used to determine identity

### **Collection of Information**

#### **What information do we collect?**

When ordering or registering on our site, as appropriate, you may be asked to enter your email address, age or other details to help you with your experience.

The following information may be automatically collected and retained if you look or search through our web pages, or download information:

- The Internet domain and Internet Protocol (IP) address of the computer you are using to access our site;
- The type of browser and operating system used to visit our site;
- The date and time of when you access our site; and
- Which portions of the website you visit

The data collected serve as part of our statistical analysis about the use of our Web sites so we may better design online services and improve access to them. We do not attempt to gain personally identifiable information about individual users and associate it with IP addresses. LIA does not use the information automatically collected to ascertain your personally



identifiable information. LIA may detect user IP addresses for providing location based user information and services. LIA does not maintain or collect user IP addresses, or disclose such addresses to any third parties.

Except where specified, you do not have to provide personally identifiable information to visit or download information from LIA Web sites.

LIA does not use or place spyware on your computer. LIA may request personally identifiable information from you in order to perform requested specialized services.

### **How Personally Identifiable Information Is Used by LIA**

We may use the information we collect from you when you register, make a purchase, sign up for our newsletter, respond to a survey or marketing communication, surf the website, or use certain other site features in the following ways:

- To allow us to better service you in responding to your customer service requests.
- To administer a contest, survey or other site feature.

Email or other information requests sent to an LIA Web site may be saved and used to respond to the request, forward the request to the staff member, communicate updates to the LIA site that may be of interest to citizens, or provide the LIA web designer with valuable customer feedback to assist in improving the Web site.

Any personally identifiable information an individual provides to a LIA site will be used solely by LIA.

### **Data Security and Quality**

#### **How do we protect visitor information?**

- We use vulnerability scanning and/or scanning to PCI standards.
- We use an SSL certificate
  - If we collect financial information, we do that through a third-party source (Stripe).

LIA is committed to data security and the data integrity of Personally Identifiable Information available from or collected by LIA Web sites. LIA has taken precautions to protect personally identifiable information from loss, misuse, or alteration. Any authorized third parties responsible for this information are committed to the same principles, and are required by contract to follow the same policies and guidelines as LIA in protecting this information. Visitors should be aware, however, that even though protections are in place, LIA cannot guarantee against the occurrence of hardware failure, unauthorized intrusion, or other technical problems.

#### **Do we use 'cookies'?**

Yes. Cookies are small files that a site or its service provider transfers to your computer's hard drive through your Web browser (if you allow) that enables the site's or service provider's



systems to recognize your browser and capture and remember certain information. For instance, we use cookies to help us remember and process the items in your shopping cart. They are also used to help us understand your preferences based on previous or current site activity, which enables us to provide you with improved services. We also use cookies to help us compile aggregate data about site traffic and site interaction so that we can offer better site experiences and tools in the future.

We use cookies to:

- Understand and save user's preferences for future visits.
- Compile aggregate data about site traffic and site interactions in order to offer better site experiences and tools in the future. We may also use trusted third party services that track this information on our behalf.

You can choose to have your computer warn you each time a cookie is being sent, or you can choose to turn off all cookies. You do this through your browser (like Internet Explorer) settings. Each browser is a little different, so look at your browser's Help menu to learn the correct way to modify your cookies.

If users disable cookies in their browser:

If you disable cookies off, some features will be disabled It will turn off some of the features that make your site experience more efficient and some of our services will not function properly.

### **Non-State Web Sites**

Visitors may link to various Web sites from LIA Web pages. LIA is not responsible for the privacy practices or content of external sites. Those visiting external sites are advised to check the applicable privacy statement and be cautious about providing personally identifiable information without a clear understanding of how the information will be used.

### **Third Party Disclosure**

We do not sell, trade, or otherwise transfer to outside parties your personally identifiable information unless we provide you with advance notice. This does not include website hosting partners and other parties who assist us in operating our website, conducting our business, or servicing you, so long as those parties agree to keep this information confidential. 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.

However, non-personally identifiable visitor information may be provided to other parties for marketing, advertising, or other uses.

### **Third party links**

We do not include or offer third party products or services on our website.



## **Google**

We use Google analytics to track how many users we get to our website and what they access on our website.

Google's advertising requirements can be summed up by Google's Advertising Principles. They are put in place to provide a positive experience for users.

<https://support.google.com/adwordspolicy/answer/1316548?hl=en>

We along with third-party vendors, such as Google use first-party cookies (such as the Google Analytics cookies) and third-party cookies (such as the DoubleClick cookie) or other third-party identifiers together track web page usage, not for advertising purposes.

Opting out:

Users can set preferences for how Google advertises to you using the Google Ad Settings page. Alternatively, you can opt out by visiting the Network Advertising initiative opt out page or permanently using the Google Analytics Opt Out Browser add on.

## **California Online Privacy Protection Act**

CalOPPA is the first state law in the nation to require commercial websites and online services to post a privacy policy. The law's reach stretches well beyond California to require a person or company in the United States (and conceivably the world) that operates websites collecting personally identifiable information from California consumers to post a conspicuous privacy policy on its website stating exactly the information being collected and those individuals with whom it is being shared, and to comply with this policy. - See more at:

<http://consumercal.org/california-online-privacy-protection-act-caloppa/#sthash.oFdRbT51.dpuf>

## **According to CalOPPA we agree to the following:**

Users can visit our site anonymously.

Once this privacy policy is created, we will add a link to it on our home page, or as a minimum on the first significant page after entering our website.

Our Privacy Policy link includes the word 'Privacy', and can be easily be found on the page specified above.

- Users will be notified of any privacy policy changes: On our Privacy Policy Page
- Users are able to change their personal information: By emailing us

## **How does our site handle do not track signals?**

We honor do not track signals and do not track, plant cookies, or use advertising when a Do Not Track (DNT) browser mechanism is in place.



### **COPPA (Children Online Privacy Protection Act)**

When it comes to the collection of personal information from children under 13, the Children's Online Privacy Protection Act (COPPA) puts parents in control. The Federal Trade Commission, the nation's consumer protection agency, enforces the COPPA Rule, which spells out what operators of websites and online services must do to protect children's privacy and safety online.

We do not specifically market to children under 13.

### **Fair Information Practices**

The Fair Information Practices Principles form the backbone of privacy law in the United States and the concepts they include have played a significant role in the development of data protection laws around the globe. Understanding the Fair Information Practice Principles and how they should be implemented is critical to comply with the various privacy laws that protect personal information.

In order to be in line with Fair Information Practices we will take the following responsive action, should a data breach occur:

We will notify the users via in site notification

- Within 7 business days

We also agree to the individual redress principle, which requires that individuals have a right to pursue legally enforceable rights against data collectors and processors who fail to adhere to the law. This principle requires not only that individuals have enforceable rights against data users, but also that individuals have recourse to courts or a government agency to investigate and/or prosecute non-compliance by data processors.

### **CAN SPAM Act**

The CAN-SPAM Act is a law that sets the rules for commercial email, establishes requirements for commercial messages, gives recipients the right to have emails stopped from being sent to them, and spells out tough penalties for violations.

### **Changes to and Versions of the Privacy Policy**

This privacy policy may be changed at any time; any changes will be posted on this web page. The version number and date the policy was last revised will be noted on the policy. Information collected while a particular version of this policy is in effect will be handled in accordance with that version. If you have questions, comments, or concerns, please contact us: [contact@latinosinaction.org](mailto:contact@latinosinaction.org).