

ACNUSA Privacy Policy

Aid to the Church in Need - USA (ACNUSA) is committed to protecting your privacy, whether you are a donor, website visitor, or anyone else who communicates or connects with us. We want to make sure you have all the information you need to understand what kind of data we gather, how we handle it, whether and how we share it, and what your options are.

When it comes to collecting or sharing information, our primary motivation is to increase our efficiency, keep our fundraising costs down, and, most importantly, improve your experience.

ACUSA's activities on the Sites are directed toward U.S. residents. This Privacy Policy describes the types of personal data that Aid to the Church in Need - USA ("ACNUSA") collects from and about you when you use one of our websites, mobile apps, online portals, electronic forms, surveys, interactive exhibits, or otherwise interact with us offline (collectively, "ACNUSA Sites"). This Privacy Policy also explains how ACNUSA may use and disclose your data, as well as your rights with respect to controlling certain uses of it. If you do not agree to this Privacy Policy, please do not use the ACNUSA Sites or submit personal data to ACNUSA.

This policy may be updated on occasion, so you may wish to revisit it each time you submit personal data to ACNUSA. By visiting the ACNUSA Sites, you are accepting the practices described herein.

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1. What types of data does ACNUSA collect?

There are several ways we may obtain information about you, including through (A) information you provide to us directly; (B) information that we automatically collect; and (C) information we receive from third parties. This includes data that identifies you personally whether directly (i.e. your name) or indirectly (i.e. information about your online use).

A. Information You Provide

We may directly collect personal data whenever you interact with us or choose to share it with us. This may include when you register for a newsletter, register or create an online account with or through the ACNUSA Sites, order merchandise, request information from us, provide feedback, engage with us on social media, apply for a job, join a discussion group or an electronic mailing list, register as a supporter, or otherwise communicate with or contact ACNUSA.

The personal data we collect from you through the ACNUSA Sites generally falls into the following categories:

- **Contact Details:** We collect your contact and similar information, such as first and last name, address, email address, and telephone or mobile number.
- **Other Data about You:** We may collect other information about you that you choose to provide. This includes information about your history with us, such as details about our interactions with you (i.e., the date, time, and method of contact), details about donations you make to us, events or activities that you register for or attend, and any other support you provide. We also may collect and record information that you share about your interests or your affiliations with other charities and community groups.
- **Purchase or Donation:** If you are making a donation or purchase online, we may collect a payment card number and related financial information (such as CVV, expiration date, and billing address). We also may collect your billing and/or shipping address, and any other information that is necessary to complete the transaction. In accordance with the Payment Card Industry Security Standard, we pass those details securely to our payment processing partner. We do not store your full credit card information in our databases.
- **Job Application:** You may provide us with certain data in connection with your application for a job with ACNUSA. This data may include your contact details, and information contained in your cover letter and resume.

Providing personal data on the ACNUSA Sites is always optional. However, some personal data must be provided in order to participate in certain programs, activities, or events (e.g., to sign up for a newsletter, apply for a job, or register to participate in an event), and withholding this information might limit or altogether eliminate certain site functions.

Personal data you provide about others: Please do not provide personal data about others unless you are authorized or required to do so by contract or applicable law. You may provide personal data on behalf of another person if you have provided them with a copy of this Privacy Policy, as well as any applicable supplemental privacy notice, and obtained their explicit consent. We may ask you to provide evidence of that notice and consent.

B. Information We Automatically Collect

Whenever you visit or interact with ACNUSA Sites online, we may use cookies, web beacons, pixel tags, log files, or other technologies to collect information automatically or passively about your online activity or use of the ACNUSA Sites. The data we collect automatically through the ACNUSA Sites generally falls within the following categories:

- **Computer or Device.** We may automatically collect your IP address or other unique identifier or information from the computer, mobile device, tablet or other device you use in connection with the ACNUSA Sites online, including the browser type, device type, operating system, software version, hardware model, mobile network information, and the domain name from which you accessed the ACNUSA Sites.
- **Usage Information:** We may collect information about your use of the ACNUSA Sites online, including the website that referred you to us, the files you download, the pages you visit, and the dates and times of those visits, the number of times you return to the ACNUSA Sites, and other click-stream or site usage data.
- **Third Party Service Providers.** We may use third party service providers to support our services. Some of these service providers may use technology such as HTML5 cookies to receive, collect, and store information about you use of the ACNUSA Sites online.
- **Third Party Analytic Technologies.** We may use third parties' analytics and tracking tools to better understand who is using the ACNUSA Sites online, how people are using the ACNUSA Sites, how to improve the effectiveness of the ACNUSA Sites and related content, and to help us or those third parties serve more targeted advertising to you across the Internet. These tools may use technology such as cookies, web beacons, pixel tags, log files, Flash cookies, HTML5 cookies, pop ups or other technologies to automatically collect and store certain information. They also may combine the information they collect from your interaction with the ACNUSA Sites online with information they collect from other sources. We do not have access to or control over these third parties' use of cookies or other tracking technologies.

More information about our cookies:

Data we collect automatically, including cookies, are a useful way for us to understand how supporters use and interact with ACNUSA Sites. When you visit the ACNUSA Sites online, cookies are created by your web browser and used to collect data from your devices.

Cookies improve your site experience by saving your preferred settings so that you are shown information likely to be of interest to you and measuring your use of the site so that we may continue to develop it. Cookies can also be used to show you relevant ACNUSA content on social media. Every time you return to our site, your browser will send the cookie file back to the site's server.

Examples of cookie use:

- remembering if you are logged in so that you can navigate the site without having to log in again
- measuring how many people are using each page of the site and for how long
- enabling you to view content posted to social media or other sharing sites, like YouTube
- providing you with more relevant advertising for ACNUSA across other websites and services

To learn more about how to control cookies and your advertising choices relating to the collection and use of your information, please see the [“What are your rights and choices?”](#) section below.

C. Data from third parties

We may receive personal data from other sources, including your company/organization, professional references, publicly available documents, external analytics providers, and other third parties.

D. Combination of information

We may combine the information we receive from and about you, including information you provide to us and information we automatically collect through the ACNUSA Sites, as well as information collected offline, across other computers or devices that you may use, and from third party sources.

2. What is ACNUSA's lawful basis for collecting the information?

ACNUSA is committed to protecting and maintaining the privacy of your information. Therefore, we will process your data only in accordance with applicable data protection law and this Privacy Policy.

We will have a lawful basis to process your data when:

- We need to process your information in order to provide you with the products or service you have requested or to enter into a contract;
- You have consented to such processing;
- We have a legitimate interest for processing your data – e.g., preventing fraud; ensuring our network and information systems are secure; conducting data analytics; enhancing modifying or improving our services; identifying usage trends;
- We are legally obliged to process it; and/or
- Processing is necessary for the performance of a task carried out in the public interest.

3. How does ACNUSA use the information it collects?

ACNUSA may use the information it collects from and about you to:

- Respond to your inquiries, and contact and communicate with you when necessary (for example, we may contact you regarding an event for which you have registered or to provide information about a donation you may have made);
- Confirm and process transactions (such as donations, purchases, and site registrations), or to fundraise in accordance with our internal policies and procedures;
- Enhance your online experience, including to remember your online profile and preferences for future visits, or to create site content that is relevant to your interests;
- Review the usage and operations of the ACNUSA Sites, develop new products or services, and perform statistical analysis to enhance or improve our content, products, and services;
- Send you information about our projects, fundraising activities, and appeals, or to provide you with information, products, or services that you have requested or that we feel may be of interest to you;
- Provide you with customized content, targeted offers, and advertising through the ACNUSA Sites or via email, text message or direct mail, or across other websites, mobile applications, social media or online services in accordance with your interests, preferences, and other characteristics;
- Direct advertisements and other communications to people whose interests or characteristics are similar to yours;
- Maintain internal records relating to donations, feedback, or complaints;

- Invite you to participate in voluntary surveys or research;
- Assess your personal data for the purpose of fraud prevention, to block disruptive use, establish the number of visits made from different countries, or for other internal purposes; and
- Use your information where we are required by law.

4. How does ACNUSA share your data?

A. Sharing of Information by You

The ACNUSA Sites may offer many ways to find, enjoy, and share content or interact with us. Your activity in connection with the ACNUSA Sites may include filling out surveys, reviewing and rating products or services, inquiring about or purchasing products or services, participation in online communities, “liking” or “sharing” our content to your social media accounts or pages or otherwise interacting with the ACNUSA Sites. Any information you may disclose on the ACNUSA Sites, in blogs, on message boards, in chat rooms, or on other public areas on the ACNUSA Sites or other third-party websites, applications, or services that the ACNUSA Sites may link to, becomes public information. Please exercise caution when disclosing personal data in these public areas.

B. Sharing of Information by Us

We may share your personal data with the following categories of recipients:

- **Affiliates:** We may share your personal data with ACNUSA affiliates for business and operational purposes.
- **Service Providers:** We may share your personal data with third party service providers that provide business, professional or technical support functions for us (including contingent workers, consultants, contractors, and vendors), help us operate our business and the ACNUSA Sites, or administer activities on our behalf.
- **Third Party Partners:** We may share your personal data with our partners who are collaborating with us to fund projects or host events.
- **Legal Obligations; Safety:** We may share your personal data with law enforcement, other government agencies or authorities, or third parties as required by applicable law. For example, we may access and disclose your information to respond to subpoenas, judicial processes, or government requests and investigations, or in connection with an investigation on matters related to public safety, as permitted, or required by law. We may disclose your information to protect the security of the ACNUSA Sites, or our servers, network systems, and databases. We also may disclose your information as

necessary, if we believe that there has been a violation of any legal document or contract related to our services, or the rights of any third party.

- ***Sale or Transfer of Business or Assets:*** We may sell or purchase assets during the normal course of our business. If another entity acquires us or any of our assets, information we have collected about you may be transferred to such entity. In addition, if any bankruptcy or reorganization proceeding is brought by or against us, such information may be considered an asset of ours and may be sold or transferred to third parties. Should such a sale or transfer occur, we will use reasonable efforts to try to require that the transferee use personal data provided through the ACNUSA Sites in a manner that is consistent with this Privacy Policy.
- ***Other:*** We also may share your information as disclosed to you at the time of collection.

We do not share your personal data with any third party (including our service providers) for marketing purposes. If you believe that the personal data provided to us has been misused by a third party, please contact us immediately.

5. What are your rights and choices?

A. Your rights and choices

We respect your privacy rights and provide you with reasonable access and rights to the personal data that you may have provided through your use of the ACNUSA Sites. If you live in the EU or EEA, you have a number of rights when it comes to your personal data. If you wish to exercise these rights with regards to the personal data that we hold, please contact us (see the [“How to Contact Us”](#) section below). Further information and advice about your rights can be obtained from the data protection regulator in your country.

- ***Right to be informed.*** You have the right to be provided with clear, transparent, and easily understandable information about how we use your information and your rights. This is why we are providing you with the information in this Privacy Policy.
- ***Right of access.*** You have the right to obtain access to your information (if we are processing it), and certain other information (similar to that provided in this Privacy Policy). This is so you are aware and can check that we are using your information in accordance with data protection law. You can do this by writing us on the email address below.
- ***Right to rectification.*** You are entitled to have your information corrected if it is inaccurate or incomplete. You can do this through your account page or by contacting us at the email address below.



- **Right to erasure.** This is also known as ‘the right to be forgotten’ and, in simple terms, enables you to request the deletion or removal of your information where there is no compelling reason for us to keep using it. This is not a general right to erasure; there are exceptions.
- **Right to restrict processing.** You have rights to ‘block’ or suppress further use of your information. When processing is restricted, we can still store your information, but may not use it further. We keep lists of people who have asked for further use of their information to be ‘blocked’ to make sure the restriction is respected in future.
- **Right to data portability.** You have rights to obtain and reuse your personal data for your own purposes across different services. For example, if you decide to switch to a new provider, this enables you to move, copy or transfer your information easily between our IT systems and theirs safely and securely, without affecting its usability.
- **Right to object to processing.** You have the right to object to certain types of processing, including processing for direct marketing (*i.e.*, if you no longer want to be contacted with potential opportunities).
- **Right to lodge a complaint.** You have the right to lodge a complaint about the way we handle or process your personal data with your national data protection regulator.
- **Right to withdraw consent.** If you have given your consent to anything we do with your personal data, you have the right to withdraw your consent at any time (although if you do so, it does not mean that anything we have done with your personal data with your consent up to that point is unlawful). This includes your right to withdraw consent to us using your personal data for marketing purposes. You can do this by using the details set out in the Contact Us section below.

Pursuant to applicable data protection law, we may be entitled to refuse to act on the request.

B. Controlling Cookies

Certain parts of our ACNUSA Sites online require cookies. You are free to adjust your device or Internet browser settings to limit certain tracking or to decline cookies, but by doing so, you may not be able to use certain features on the ACNUSA Sites or take full advantage of all of our offerings. If you use different devices to view and access the ACNUSA Sites (*e.g.*, your

computer, smartphone, tablet, etc.) you will need to ensure that each browser on each device is adjusted to suit your cookie preferences.

Please refer to your device's settings or your Internet browser's "Help" section for more information on how to delete and/or disable your device or browser from receiving cookies or controlling your tracking preferences. The procedures for changing your settings and cookies differ from browser to browser. If necessary, use the help function on your browser or click on one of the links below to go directly to the user manual for your browser.

- Disable Cookies in Internet Explorer >> [Click here](#)
- Disable Cookies in Chrome >> [Click here](#)
- Disable Cookies in Safari >> [Click here](#)
- Disable Cookies in FireFox >> [Click here](#)
- Disable Cookies in Safari IOS >> [Click here](#)
- Disable Cookies in Google Android >> [Click here](#)

Our system may not respond to Do Not Track requests or headers from some or all Internet browsers.

C. Interest-Based Advertising Choices

To understand your choices for receiving more relevant advertising provided on the ACNUSA Sites or across other websites and online services, please review the information below:

- **DAA:** To opt out from the collection and use of information about your online activities for interest-based advertising by the Digital Advertising Alliance (DAA) participating companies, please visit: <http://www.aboutads.info/choices/>.
- **EDAA:** To opt out from the collection and use of information about your online activities for interest-based advertising by European Interactive Digital Advertising Alliance (EDAA) participating companies, please visit: <http://www.youronlinechoices.eu/>.
- **NAI:** To opt out from the collection and use of information about your online activities for interest-based advertising by Network Advertising Initiative (NAI) member companies, please visit: <http://www.networkadvertising.org/choices/>.

On your mobile device, you may also adjust your privacy and advertising settings to control whether you want to receive more relevant advertising.

Even if you opt out using one of the methods above, you still may receive advertising from us that is not customized based on your use of the ACNUSA Sites, or that includes advertising from other third parties if they are not a DAA or NAI participating company.

D. [Unsubscribing from Our Communications](#)

If you receive direct marketing from ACNUSA, we provide you with the opportunity to update your information or opt-out of having your information used for purposes not directly related to placement, processing, fulfillment, or delivery of a product you ordered or donation made.

Generally, newsletters, auto-generated e-mails, and updates from us will include links to access, correct, or delete your personal data and manage any subscriptions directly. To opt-out of marketing communications, you may: (1) send us an e-mail at donorcare@churchinneed.org; or (2) follow the instructions contained within the email or newsletter. Your instructions to limit the use of your information for these purposes will be processed as soon as reasonably practicable.

[6. What about links to third-party sites?](#)

ACNUSA Sites may contain hyperlinks to websites owned and operated by other organizations, including private sector partners, other NGOs and charities, and ACNUSA affiliates. These third-party websites have their own privacy policies, which address their use of cookies and personal data.

Our Privacy Policy does not apply to any third-party sites that may link to, or be accessible from, our sites. Your interactions with these sites are governed by the third parties' applicable policies and statements, which we encourage you to read. ACNUSA cannot accept responsibility for the practices of such third-party websites.

The ACNUSA Sites may also offer you the ability to interact with social plugins from social media sites, which may allow us and/or the social media site to receive data from or about you. In some cases, we may know that you clicked on a social plugin, such as a Twitter Follow button, or receive other information from the social media sites. Similarly, if you have previously provided personal data to a third-party operating a plug-in on the ACNUSA Sites, then such third-party may recognize you on the ACNUSA Sites. Your use of social network plugins is subject to each social media site's privacy policy, which may be different from ours, so please read these policies carefully to understand their policies and your options. As with linked sites, we have no control over the information that is collected, stored, or used by social network plugins, and are not responsible for the practices of such sites.

7. What about Children's Privacy?

Aid to the Church in Need welcomes children to learn more about our organization and the suffering Church, presented on the Aid to the Church In Need sites. We also want to make sure we are respectful of the privacy of our young users. We encourage parents to monitor their children's use of the Internet and to help us protect their privacy by instructing them never to provide personal information on this site or any other without permission.

It is our policy not to solicit any personal data from children under the age of 16. Children under 16 are not authorized to make a donation or purchase, sign up for an event or program, or otherwise provide any information without permission from a parent or legal guardian.

If you become aware of any personal data we have collected from a minor, please contact us. If we learn that we have collected personal data from a minor, we will take reasonable steps to delete the data as soon as possible.

8. How does ACNUSA store, transfer, and protect your data?

A. Data storage and retention

We take reasonable physical, electronic, and managerial measures to ensure that your information is secure, accurate, and up-to-date, and that we only keep it for as long as is reasonable and necessary.

We will store your personal data until it is no longer needed to fulfill the purpose(s) for which it was collected or as otherwise required or permitted by law. After such time, we will either delete or anonymize your personal data, and if this is not possible, we will securely store your personal data and isolate it from any further use until deletion is possible. We may dispose of any data at our discretion and without notice, subject to applicable law.

B. Data transfers

ACNUSA may store and access your personal data in your region or in any other country where we or our service providers have facilities, including the United States. Since we are committed to protecting your information, we take steps to ensure that there are appropriate safeguards in place when we transfer that data.

In particular, where we transfer your information outside the EEA or EU, we always have approved standard EU Model Clauses in place, or transfer only to Privacy Shield certified companies, and we make sure that any such transfers are conducted in accordance with applicable laws and using adequate and appropriate safeguards.

To find out more about how we safeguard your information (including obtaining a copy of such safeguards) in relation to transfers outside the EEA or EU, please contact us via the details provided in the “Contact Us” section below.

C. Data protection and security

Although we use reasonable security measures once we have received your personal data, the transmission of information over the Internet is never completely safe. We do our best to protect personal data, but we cannot guarantee the security of information transmitted to our website, so any transmission is made at the user’s own risk.

9. How to Contact Us?

Your voice is important to us. We want to hear what our site visitors and donors have to say about our services and our policies. If you have any questions or concerns about this Privacy Policy or the practices described herein, you may contact us via e-mail privacy@churchinneed.org, phone (718-609-0939), or direct mail (addressed to Data Protection Officer, Aid to the Church in Need, 725 Leonard St., Brooklyn, NY 11222).

10. Governing law

You agree that your use of this Privacy Policy and any disputes relating thereto shall be governed in all respects by the laws of the State of New York. Any dispute relating to this Privacy Policy shall be resolved solely in the state or federal courts located in Brooklyn, New York.

This Privacy Policy was last updated in March 2021. Aid to the Church in Need® and other marks used on this website are trademarks of Aid to the Church in Need or its affiliates and may not be used without permission.