

PRIVACY POLICY

Effective February 2016

The CHARMED Foundation, Inc. (the “Foundation”) is strongly committed to protecting the privacy of our donors, website visitors and other individuals who communicate with the Foundation. We wish to help you better understand the information we gather, how we handle it, whether we disclose it to anyone, and your options regarding our use of, and your ability to correct, this information. The following Privacy Policy applies when you make a donation to The CHARMED Foundation, either online or otherwise, and when you visit www.charmedfoundation.org (the “Website”) or our social media sites, or otherwise share your personal information with the Foundation as discussed below. By visiting the Website, you are accepting the terms of this Privacy Policy. If you do not approve of any part of this Privacy Policy, please do not visit the Website. The Foundation may revise this Privacy Policy at any time by posting the amended Privacy Policy on www.charmedfoundation.org. Your continued use of the s after changes have been posted will constitute your acceptance of such changes.

Donor Information

If you make a donation, either online or otherwise, we will request certain personally identifiable information about you (such as your name, address, telephone number, email address, and credit card information). This information enables us to process your donation and communicate with you regarding the donation. We may use such information to improve our marketing and promotional efforts, keep you updated about our work, analyze website usage, and improve our website's content, layout, and services.

We do not sell or rent our mailing list to other organizations that solicit donations or sell any products. The Foundation employs companies to assist us with such functions as hosting our donor information database, sending postal mail and e-mail, modeling our data, and processing online and mail donations and credit card payments. These companies have access to personal donor information as needed to perform their functions. The Foundation requires that these companies keep such information confidential. (See Security section below.)

Other Information

Through the Website or otherwise, you may decide to submit personally identifiable information (such as your name, postal address and email address) for purposes other than donating (such as receiving an email newsletter or further information as to a particular topic). We collect and store this information and use it for the purposes for which you submitted it. We may use such information to improve our marketing and promotional efforts, keep you updated about our work, analyze Website usage, and improve the Website's content, layout, and services. We do not share this information with any third parties except those that assist us with certain functions, as described above.

Other Disclosures

Please be advised that we may disclose your personal information to the government or to third parties pursuant to law enforcement inquiries, court orders, subpoenas and similar requests, or when we otherwise believe in good faith that such disclosure is necessary or appropriate in connection with any activity that violates the law or may expose us to liability.

Security

When you send personal information to us by submitting an online form on our site, the information you transmit to us travels by high-grade encryption using the https protocol. We also require that the companies we work with to process your online donation payments use high-grade encryption and security protocols, and that all vendors processing check and credit card transactions received on our behalf meet all industry standards, certify their compliance with the Payment Card Industry Data Security Standard (PCI DSS), and are audited to meet with the Statement on Auditing Standard 70 (SAS 70). The personal information that you provide is stored in a secure location and accessible only by designated employees trained in the proper handling of customer information. We employ industry standard techniques such as firewalls, encryption, intrusion detection, and website monitoring to protect your personally identifiable information from unauthorized access by users inside and outside the organization. You should be aware, however, that "perfect security" does not exist on the Internet; third parties may unlawfully intercept or access transmissions or private communications.

Normal Browsing

The Foundation does not collect any personally identifying information from you when you visit the Website unless you choose to provide such information to us. You can browse the Website without telling us who you are or revealing any information about yourself. The information we gather during normal browsing comes from two sources: standard server logs collect information such as the IP (Internet Protocol) address, domain name, browser type, operating system, and information such as the site that referred you to us, the files you downloaded, the pages you visited, and the dates/times of those visits.

Additionally, if you have come to the Website from one of our newsletters or from a site that has requested a link to us, we will ask your browser to accept a cookie that carries a general marketing source code with you as you browse the Website, in order to help us match referring sites to donations made. This cookie does not capture or hold any personally identifying information about you, and is deleted when you end your session by leaving the Website or closing your browser.

“Do Not Track” Settings

Some browsers offer “do not track” settings that enable users to restrict the personal information that websites collect. Since the Foundation does not collect personal information other than personal information that you voluntarily and expressly provide, and does not share your personal information with third party external websites other than as described above, your use of “do not track” settings will not affect the functionality of this Website, and this Website will not override your “do not track” preferences.

Cookies

When you visit the Website, we might store some information on your computer in the form of a “cookie” (i.e. a small piece of text that stores information on your browser in your computer’s hard drive) or similar file. We use conversion tracking cookies as part of campaigns in order to analyze trends, gather broad demographic information, and monitor site traffic patterns that can help us further develop and improve the design and functionality of our site. Similarly, we also use cookies for ”retargeting” in our internet advertising campaigns so that third party vendors, including Google, can show you advertising about the Foundation as you browse the internet. Retargeting is a marketing tool that identifies you as a previous visitor to the Website and targets you for specific outreach messages, encouraging you to revisit the Website or consider donating. The cookies will only be used to obtain non-personal information (you will be anonymous). If you prefer, you can usually set your browser to refuse cookies, or to notify you when you receive a new cookie.

Updating Your Information

We work to process and maintain accurately the information that you share with us. If you have donated to us and would like to correct or update your personal data or to adjust your mail preferences, you can do so by sending an email to info@charmedfoundation.org

Questions and Comments

It is important to us at the Foundation to hear what our donors and Website visitors have to say about our policies. If you have any questions, comments, or concerns about this Privacy Policy, please send an email to info@charmedfoundation.org or write to us by postal mail sent to The CHARMED Foundation, 355 Lexington Ave., 3rd Floor, New York, NY 10017.