

Privacy Policy

Last Modified: April 30, 2025

This “**Privacy Policy**” describes the privacy practices of Young Men’s Christian Association of Greater Charlotte and our subsidiaries and affiliates (collectively, “**Company**”, “**we**”, “**us**”, or “**our**”) in connection with the [<https://www.ymcacharlotte.org>] website (the “**Website**”), and any other website that we own or control and which posts or links to this Privacy Policy (collectively, the “**Service**”). In addition, this Privacy Policy describes your rights and choices with respect to the Personal Information (as defined below) we collect. This Privacy Policy, along with the Company’s Terms of Use (located at [<https://www.ymcacharlotte.org/code-of-conduct>]) governs your access to and use the Website and Service. If you do not want to agree to this Privacy Policy, you must not access or use the Website or any Service.

We collect Personal Information (defined below) as described below. Note, however, that our business customers may transmit Personal Information to us as part of the services we provide through our voice and messaging platforms, as well as other Services. This Privacy Policy does not apply to such Personal Information that we process on behalf of our business customers - our use of this Personal Information from business customers is restricted by our agreements with those business customers. If you have concerns regarding Personal Information that we process on behalf of a business, please review their privacy policy and direct your concerns to that business, or review their privacy policy.

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Personal Information We Collect

Information you provide to us. Personal information you provide to us through the Service or otherwise includes (each individually and collectively being “**Personal Information**”):

- Business and personal contact information, such as your first and last name, email and mailing addresses, phone number, professional title and company name.
- Profile information, such as your username and password that you may set to establish an online account with us.
- Registration information, such as information that may be related to a service or an event you register for.
- Feedback or correspondence, such as information you provide when you contact us with questions, feedback, or otherwise correspond with us online.
- Precise geolocation information, such as when you authorize us to access your location.
- Transaction information, such as information about payments to and from you and other details of products or services you have purchased from us.
- Usage information, such as any content you upload to the Website and/or Service or otherwise submit to us, including information you provide when you use any interactive features of the Website and/or Service.
- Marketing information, such as your preferences for receiving communications about our activities, events, and publications, and details about how you engage with our communications.
- Other information that we may collect which is not specifically listed here, but which we will use in accordance with this Privacy Policy or as otherwise disclosed at the time of collection.

Information we obtain from social media platforms. We may maintain pages for our Company on social media platforms, such as, LinkedIn, Twitter, Google, YouTube, Instagram, and other third-party platforms. When you visit or interact with our pages on those platforms, the platform provider’s privacy policy will apply to your interactions and their collection, use and processing of your Personal Information. You or the platforms may provide us with information through the platform, and we will treat such information in accordance with this Privacy Policy.

Information we obtain from other third parties. We may receive Personal Information about you from third-party sources, such as marketing partners, publicly-available sources and data providers. Our use of any information obtained from our business customers is restricted by our agreements with those business partners.

Information We Collect Through Automatic Data Collection Technologies. In addition to any Personal Information or other information that you choose to submit to us via the Website and/or Service, we and our third-party service providers may use a variety of technologies that automatically (or passively) store or collect certain information via your personal computer, browser, laptop, tablet, mobile phone or other device (a “**Device**”) whenever you visit or interact with the Service (“**Usage Information**”). To the extent we associate Usage Information with Personal Information we collect directly from you on the Service, we will treat it as Personal Information.

This Usage Information may include:

- your IP address, UDID or other unique identifier (“**Device Identifier**”). A Device Identifier is a number that is automatically assigned to your Device used to access the Service, and our computers identify your Device by its Device Identifier.

- your Device functionality (including browser, operating system, hardware, mobile network information).
- the URL that referred you to our Website.
- the areas within our Website that you visit and your activities there, including remembering you and your preferences.
- your Device location.
- your Device characteristics.
- certain other Device data, including the time of day, among other information.

Marketing and advertising. We do not sell your Personal Information or the personal information of your users. We and our service providers and our third-party advertising partners, may collect and use your personal information for marketing and advertising purposes:

- **Direct marketing.** We may send you Company-related direct marketing communications as permitted by law, including by email, mail, and SMS messaging, if you opt-in to receive such SMS messages. For more information about opting-out of marketing communications, see “Your Choices” section below.
- **Interest-based advertising.** We may engage third-party advertising companies and social media companies to display ads on our Service and other online services. These companies may use cookies and similar technologies to collect information about your interaction (including the data described in the “Cookies and Other Information Collected by Automated Means” section below) over time across the Service, as well as our communications and other online services. These companies may then use that information to serve online ads that they think will interest you. This is called interest-based advertising. We may also share information about our users with these companies to facilitate interest-based advertising to those or similar users on other online platforms.

Cookies and Other Information Collected by Automated Means

We, our service providers, and our affiliates may automatically log information about you, your computer, and activity occurring on or through the Service. The information that may be collected automatically includes those as identified in the “Information We Collect Through Automatic Data Collection Technologies” section above. Our service providers and affiliates may collect this type of information over time and across third-party websites.

The technologies we use for automatic information collection may include, but are not limited to:

- **Cookies (or browsers cookies).** A cookie is a small file placed on the hard drive of your computer. You may refuse to accept browser cookies by activating the appropriate setting on your browser or via any opt-out method we may make available from time to time. However, if you select this setting you may be unable to access certain parts of our Service. Unless you have adjusted your browser setting so that it will refuse cookies or have opted out via an opt-out method we may make available from time to time, our system will issue cookies when you direct your browser to our Service.
- **Flash Cookies.** Certain features of our Service may use local stored objects (or Flash cookies) to collect and store information about your preferences and navigation to, from, and on our Service. For more information about managing your privacy and security settings for Flash cookies, see “Your Choices” section below.

- **Web Beacons.** Pages of our Service and our e-mails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit the Company, for example, to count users who have visited those pages or opened an email and for other related website statistics (for example, recording the popularity of certain website content and verifying system and server integrity).
- **Embedded Scripts.** An embedded script is programming code that is designed to collect information about your interactions with the Service, such as the links you click on. The code is temporarily downloaded onto your Device from our web server or a third-party service provider, is active only while you are connected to the Service, and is deactivated or deleted thereafter.

How We Use Your Personal Information

We use your Personal Information for the following purposes and as otherwise described in this Privacy Policy or at the time of collection:

To operate the Website/Service. We use your personal information to:

- provide, operate, support and improve the Website;
- provide information about our products and services;
- establish, maintain, and update your user profile on the Website;
- communicate with you about the Website, including by sending you announcements, updates, security alerts, and support and administrative messages;
- communicate with you about events or contests in which you participate;
- understand your needs and interests, and personalize your experience with the Website and our communications;
- provide general support and maintenance for the Service; and
- respond to your requests, questions and feedback.

For research and development. We analyze use of the Service to analyze and improve the Service and to develop new products and services, including by studying user demographics and use of the Service.

To comply with law. We use your Personal Information as we believe necessary or appropriate to comply with applicable laws, lawful requests, and legal process, such as to respond to subpoenas or requests from government authorities.

For compliance, fraud prevention, and safety. We may use your Personal Information and disclose it to law enforcement, government authorities, and private parties as we believe necessary or appropriate to: (a) protect our, your or others' rights, privacy, safety or property (including by making and defending legal claims); (b) enforce the terms and conditions that govern the Service; and (c) protect, investigate and deter against fraudulent, harmful, unauthorized, unethical or illegal activity.

To create anonymous, aggregated or de-identified data. We may create anonymous, aggregated or de-identified data from your Personal Information and other individuals whose personal information we

collect. We make personal information collected by any party into anonymous, aggregated or de-identified data by removing information that makes the data personally identifiable to you. We may use this anonymous, aggregated or de-identified data and share it with third parties for our lawful business purposes, including to analyze and improve the Service and promote the Company. We may disclose aggregated de-identified information about our users without restriction.

How We Share Your Personal Information

We do not sell your Personal Information. We do not share your Personal Information with third parties without your consent, except in the following circumstances or as described in this Privacy Policy:

Related Companies. We may share your Personal Information with our affiliates, subsidiaries, and other related companies. *Related companies will only use the information as described in this Privacy Policy.*

Service providers. We may share your Personal Information with third-party companies, business partners, and individuals that provide services on our behalf or help us operate the Service (such as customer support, hosting, analytics, call or message routing, email delivery, marketing, and database management services). These third parties may use your Personal Information only as directed or authorized by us and in a manner consistent with this Privacy Policy, and are prohibited from using or disclosing your information for any other purpose.

We will not share your opt-in to a SMS campaign with any third party for purposes unrelated to providing you with the services of that campaign. We may share your Personal Information, including your SMS opt-in or consent status, with third parties that help us provide our messaging services, including but not limited to platform providers, phone companies, and any other vendors who assist us in the delivery of text messages.

Professional advisors. We may disclose your Personal Information to professional advisors, such as lawyers, bankers, auditors and insurers, where necessary in the course of the professional services that they render to us.

For compliance, fraud prevention and safety. We may share your Personal Information for the compliance, fraud prevention and safety purposes described above. We may also share your Personal Information for any other legal basis under applicable law.

Business transfers. We may sell, transfer or otherwise share some or all of our business or assets, including your Personal Information, in connection with a business transaction (or potential business transaction) such as a corporate divestiture, merger, consolidation, acquisition, reorganization or sale of assets, or in the event of bankruptcy or dissolution.

Your Choices

In this section, we describe the rights and choices available to all users.

Access or Update Your Information. If you have registered for an account with us, you may review and update certain Personal Information in your account profile by logging into the account.

Text message communications. We use text SMS messaging to communicate with you about your service. Normal messaging rates apply and the frequency of messages may vary. Mobile Carriers are not liable for delayed or undelivered messages.

No mobile information will be shared with third parties/affiliates for marketing/promotional purposes. All other categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties.

Opt-out of text message communications. You may opt-out of text messaging at any time by replying to any message with “STOP”, or by contacting us at [ymca@ymcacharlotte.org]. This will end the communications from that particular phone number. You may continue to receive service-related and other non-marketing text messages from other phone numbers managed by Company, and you may opt out of those in a similar fashion.

Opt-out of marketing communications. You may opt-out of marketing-related emails by following the opt-out or unsubscribe instructions at the bottom of the email, or by contacting us at [ymca@ymcacharlotte.org]. You may continue to receive service-related and other non-marketing emails.

Cookies. You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. You may also opt out of receiving all or some browser cookies via any opt-out method we may make available from time to time. To learn how to manage your Flash cookie settings, visit the Flash player settings page on Adobe’s website. If you disable or refuse cookies or opt-out as described above, please note that some parts of this site may then be inaccessible or not function properly. For more information about cookies, including how to see what cookies have been set on your browser and how to manage and delete them, visit <https://www.allaboutcookies.org>. We use Google Analytics to help us understand user activity on the Service. You can learn more about Google Analytics cookies at <https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage> and about how Google protects your data at <https://policies.google.com/privacy>. You can prevent the use of Google Analytics relating to your use of the Service by downloading and installing a browser plugin available at <https://tools.google.com/dlpage/gaoptout>.

Advertising choices. You can limit use of your information for interest-based advertising by:

- Browser settings. Blocking third-party cookies in your browser settings.

- Privacy browsers/plugin-ins. By using privacy browsers or ad-blocking browser plug-ins that let you block tracking technologies.
- Platform settings. Google offers opt-out features that let you opt-out of use of your information for interest-based advertising:
 - Google: <https://adssettings.google.com>
- Ad industry tools. Opting out of interest-based ads from companies participating in the following industry opt-out programs:
 - Network Advertising Initiative: <https://optout.networkadvertising.org>
 - Digital Advertising Alliance: <https://optout.aboutads.info>
 - AppChoices mobile app, available at <https://www.youradchoices.com/appchoices>, which will allow you to opt-out of interest-based ads in mobile apps served by participating members of the Digital Advertising Alliance.

You will need to apply these opt-out settings on each device from which you wish to opt-out.

Do Not Track. Some Internet browsers may be configured to send “Do Not Track” signals to the online services that you visit. We currently do not respond to “Do Not Track” or similar signals. To find out more about “Do Not Track,” please visit <https://www.allaboutdnt.com>.

Choosing not to share your Personal Information. Where we are required by law to collect your Personal Information, or where we need your Personal Information in order to provide the Service to you, if you do not provide this information when requested (or you later ask to delete it), we may not be able to provide you with the Service. We will tell you what information you must provide to receive the Service by designating it as required at the time of collection or through other appropriate means.

Consumers who are Residents of California, Colorado, Connecticut, Utah or Virginia

In addition to the disclosures provided above in this Policy, if you are a California, Colorado, Connecticut or Virginia resident you can exercise certain additional rights regarding your personal information.

Other Sites and Services

The Service may contain links to other websites, and other online services operated by third parties. These links are not an endorsement of, or representation that we are affiliated with, any third party. In addition, our content may be included on web pages or online services that are not associated with us. We do not control third-party websites, or online services, and we are not responsible for their actions. Other websites and services follow different rules regarding the collection, use and sharing of your Personal Information. We encourage you to read the privacy policies of the other websites and online services you use.

Security Practices

The security of your Personal Information is important to us. We employ a number of organizational, technical and physical safeguards designed to protect the Personal Information we collect. Unfortunately,

the transmission of information via the internet and mobile platforms is not completely secure. Although we do our best to protect your Personal Information, we cannot guarantee the security of your Personal Information transmitted through our Service. Any transmission of personal information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures we provide. Please take special care regarding what information you send to us via email or text message.

International Data Transfers

Our Site is operated in the United States. If you are located outside of the United States, please be aware that information we collect, including Personal Information, will be transferred to, and processed, stored and used in the United States. The data protection laws in the United States may differ from those of the country in which you are located, and your Personal Information may be subject to access requests from governments, courts, or law enforcement in the United States according to laws of the United States. By using the Website or providing us with any information, you consent to the transfer to, and processing, usage, sharing and storage of your information, including Personal Information, in the United States as set forth in this Privacy Policy.

Children

The Service is not directed to, and we do not knowingly collect Personal Information from, anyone under the age of 13. If a parent or guardian becomes aware that his or her child has provided us with information without their consent, he or she should contact us. We will delete such information from our files as soon as reasonably practicable. If you believe that we have collected any personally identifiable information about anyone under 13, please contact us [ymca@ymcacharlotte.org].

Changes to this Privacy Policy

We reserve the right to modify this Privacy Policy at any time. If we make material changes to this Privacy Policy, we will notify you by updating the date of this Privacy Policy and posting it on the Service.

Any modifications to this Privacy Policy will be effective upon our posting the new terms and/or upon implementation of the new changes on the Service (or as otherwise indicated at the time of posting). In all cases, your continued use of the Service after the posting of any modified Privacy Policy indicates your acceptance of the terms of the modified Privacy Policy.

How to Contact Us

Please direct any questions or comments about this Privacy Policy or privacy practices to [ymca@ymcacharlotte.org].

