

# Privacy Notice

**Last updated: February 13, 2019**

## INTRODUCTION

Smile Farms, Inc. ("Smile Farms®") is a New York Not-For-Profit corporation and is a qualified IRS 501(c)(3) not-for-profit organization with offices located at One Old Country Road, Suite 500, Carle Place, New York 11514. Smile Farms also operates a website located at [www.smilefarms.org](http://www.smilefarms.org) (the "Website").

Smile Farms recognizes and respects the importance of maintaining the privacy of our visitors, users, and donors and has established this Privacy Notice as a result.

The purpose of this Privacy Notice is to inform you of:

- the personal information we may collect from you when you visit our Website, respond to our emails, donate via email, postal mail or fax, use our mobile applications, or otherwise contact us via telephone, text (SMS, MMS), email, fax or mail (collectively, our "Service"),
- why we gather information from you,
- how we collect it,
- how we use it (including with whom we may share it), and
- the choices you have regarding our use of, and your access to and correction of, personal information you have provided.

## WHY DO WE GATHER INFORMATION?

Smile Farms and the Service gather personal information mainly to communicate with you and to process your donations, and to inform you of charitable events and other gift giving opportunities from Smile Farms and selected third parties.

## WHAT INFORMATION DO WE GATHER?

Depending on how you interact with us, we collect some or all of the following types of information:

- your name, address, telephone number, email address, and other contact information,
- billing information (credit/debit card number, expiration date, CVV code, alternate or additional billing information and billing address),
- device information - information about your mobile device, including platform information, user identification number and device location,
- application information - application information, including which of your applications are used, how your applications are used and the duration of use of your applications,
- network information – network information, including IP address, network carrier and country code, browsing information, such as how you interact with the Service; and
- other information you provide to us, including user submissions.

## HOW DO WE COLLECT INFORMATION FROM YOU?

### A. In general.

We collect information through our Website, emails, mail, fax, telephone, mobile devices and applications and social media applications (such as our Facebook App) including when you:

- visit our Website and use our Service,
- make a donation,
- participate in our forums, chats, bulletin boards, discussion groups, requests for suggestions, and registrations, and
- engage in other activities, services, products and resources we make accessible to our visitors, users and donors.

The information may be provided directly to us by you when make a donation or participate in a survey, etc., or, as is true of most websites, we gather certain information automatically. This information may include internet protocol (IP) addresses, browser type, device information, internet service provider (ISP), referring/exit pages, the files viewed on our site (e.g., HTML pages, graphics, etc.), operating system, date/time stamp, and/or clickstream data to analyze trends and administer the Website. This information may be collected by us even if an order, registration, or other process is started but not completed or is otherwise cancelled.

### B. How we use "Cookies" and "Action Tags."

A "cookie" is a small data file sent to your browser from a web server and stored on your computer. We use cookies to let us know that you are a prior donor, user or visitor and to provide certain features to you. Most web browsers allow you to instruct the browser to prevent the use of cookies. However, if you disable this feature, certain aspects of the Service, such as the shopping basket, may not function properly. To manage Flash cookies, please click here: [http://www.macromedia.com/support/documentation/en/flashplayer/help/settings\\_manager07.html](http://www.macromedia.com/support/documentation/en/flashplayer/help/settings_manager07.html)

We have relationships with third parties who may collect or receive information directly from the cookies placed by our Service on your computer to assist in analyzing our business and customers.

Our Service may also use a common web technology called "action tags" (also called single pixel gifs or web beacons) to track purchase, usage and other web activity information. Action tags may be used to provide data to third parties for tracking purposes. In addition, third parties may set their own cookies and tags through our Service (such as through interest-based advertising, described below). We do not control such third parties or their privacy practices. If you do not want third parties to be able to use such methods, you should modify your browser settings to limit such access.

## HOW WE USE/SHARE THE INFORMATION WE COLLECT

We use information we collect to communicate with you, to process your donations, pledge or gift transaction, to improve our products and services (such as by responding to your feedback), to conduct research, to provide an enhanced and more personalized experience (for instance, to provide event reminders), and to inform you of charitable events and other gift giving opportunities from Smile Farms and selected third parties.

We may combine information we receive from you via our Service with information from select third parties. We use the combined information to enhance and personalize your experience with us (for example, by keeping your profile up-to-date) and, as provided below, Smile Farms may use or share your data with both affiliated and unrelated third parties, for the purposes so identified.

### **A. Sharing with Others.**

We may also share your information with our subcontractors, agents, consultants, financial institutions, credit/debit card payment processors, business partners, vendors and service providers, but we generally only authorize them to use such information for our benefit, for instance, to process your donation and to better communicate with you.

In addition, we may make such information (except for credit/debit card numbers, expiration dates and CVV codes, unless you consent otherwise), including aggregated information, available to selected third parties including, but not limited to, those who share information for charitable fund raising activities.

We may use your information to match it with other public and private data sources (such as the U.S. Postal Service and publicly available consumer data warehouses) or the records of our business partners solely to enhance our records and keep them current (such as by updating your profile with a new address, interests, and the like). We also may work with other third parties who also possess your information in order to engage in advertising and other promotional services, for example, to enhance one or both of our advertising or promotional endeavors.

### **B. Change or Transfer of Not-For-Profit Business.**

We may transfer your information in connection with the transfer, license, assignment (of part, or all, of our not-for-profit business), acquisition, merger, reorganization or change of control of Smile Farms, or that part responsible for the Service with which your information is associated, or as part of a legal proceeding.

### **C. For Legal Purposes.**

In certain situations, we may be required to disclose personal data in response to lawful requests from public authorities, including to comply with national security or law enforcement requirements. We reserve the right to disclose information we collect from you, or that you provide to us, as required by law, in response to legal process and law enforcement requests, when we believe, in good faith, that disclosure is necessary to protect our rights, protect your safety or the safety of others, investigate fraud, respond to a government request, and to protect the rights or property of Smile Farms, visitors, users and donors.

## **WHERE WE STORE YOUR INFORMATION**

Our Service is operated in the United States. If you are located outside the United States, please be aware that any information you provide to us may be transferred to, and stored in, the United States. By using the Service or otherwise providing us with information, you hereby consent to this transfer. Although personal information collected by us through the Service will be used by us in accordance with this Privacy Notice, laws generally applicable to the protection of personal data in the U.S. may not be as stringent as those in other countries.

## **HOW LONG WE KEEP YOUR PERSONAL INFORMATION**

We may retain your information in accordance with our data retention policies and for as long as your account is active or as needed to provide you services, comply with our legal obligations, resolve disputes and enforce our agreements, or until you request us to stop using it. We may, however, keep some of your personal information to ensure that we comply with your request not to use your personal information or comply with your right to erasure. For example, we must keep your request to be erased, even if it includes your personal data, until such time as you are no longer our customer.

## **HOW YOUR INFORMATION IS SECURED**

The security of your personal information is important to us. We follow generally accepted standards to protect the personal information submitted to us, both during transmission and once it is received. If you have any questions about the security of your personal information, you can contact us at [info@smilefarms.org](mailto:info@smilefarms.org) or by calling us at 516-237-4578.

If you make a donation on our Website, it encrypts the credit/debit card number you submit prior to transmission over the Internet using secure socket layer (SSL) encryption technology. This technology works best when the website is viewed using Microsoft IE®, Google Chrome®, Mozilla Firefox®, and Apple Safari® browsers. However, no transmission of data over the Internet or any other network can be guaranteed to be 100% secure. Although we make reasonable efforts to safeguard personal information once we receive it, we cannot warrant the security of information we receive.

## **HOW TO LIMIT THE USE OF OR MODIFY YOUR INFORMATION**

We want to communicate with you only to the extent you want to hear from us.

Any email we send to you will include an “unsubscribe” link to use or a link to opt-out of receiving further emails from the sender.

If you wish to set your preferences concerning promotional communications, or you prefer not to have your personal information shared with third parties, please let us know by contacting us as noted below in the “How to Contact Us” section and identify your preferences regarding promotional communications and the sharing of your contact information. Your instructions will be processed as soon as reasonably practicable and in accordance with law.

## **LINKS TO OTHER WEB SITES**

Smile Farms wants you to be aware that when you click on links and/or ad banners that take you to affiliated or third-party services, you will be subject to the privacy policies and terms of use of those services, not ours. We encourage you to read the posted privacy statement and user terms whenever using, and prior to providing any personal information to, any other service.

We may provide you with the ability to log into our Service using a social media account, such as Facebook Connect. We do not control the activities of such social media services and have no control over the data they collect or their privacy practices. You should review their privacy practices before using any such social media service.

## HOW TO CONTACT US

Smile Farms welcomes feedback concerning this Privacy Notice. Also, if you would like to update or correct information previously provided to us, please contact us at:

Email: [info@smilefarms.org](mailto:info@smilefarms.org)

Telephone: 516-237-4578.

You may also write to us at:

**Smile Farms, Inc.**  
**One Old Country Road**  
**Suite 500**  
**Carle Place, NY 11514**

## CHANGES TO THIS PRIVACY POLICY

Smile Farms may change this Policy Notice from time to time in the future. Any such changes will be posted here. We advise you to check back frequently to see any updates or changes.

By using the Website and the Service, after such changes take effect, you agree to be legally bound and to abide by the revised Privacy Notice.