

A Hero's Light: Privacy Policy

Last Revised: January 2020

This Privacy Policy covers the use of personal data by A Hero's Light, a nonprofit corporation and 501(c)(3) public charity.

This Privacy Policy explains how information about you is collected, used, and disclosed by A Hero's Light when you use our website and other online services that link to this Privacy Policy (collectively, the "Site") or when you otherwise interact with us.

By using this Site, you consent to our use of your personal information as described in this Privacy Policy.

Modifications:

We may change this Privacy Policy from time to time. If we make changes, we will notify you by revising the date at the top of the policy. We encourage you to review the Privacy Policy whenever you access the Site to stay informed about our information practices and the ways you can help protect your privacy.

Collection of Information:

Information You Provide Us: We collect information you provide directly to us. For example, we collect information when you sign up to receive emails, make a donation, become a fundraiser, participate in any interactive features of the Site, or otherwise communicate with us. The types of information we may collect include your name, email address, postal address, phone number, credit card information, and any other information you choose to provide.

Information We Collect Automatically When You Use the Site: Our Site uses a technology called a "cookie". A cookie is a small piece of information that is temporarily stored on your computer. When you return to our Site, your web browser passes the cookie from your computer back to the Site. Cookies recall information you entered before, so you don't have to reenter it again. At no time will the cookie reveal to others any personal information about you, including your name, address, or e-mail address even if you have submitted this information to other areas of the Site.

Our Site automatically logs information such as IP address and browser type of all visitors in order to measure the usage of our website. We use this information to analyze how visitors use our site, which helps us improve our visitors' experience.

Use of Information:

We may use information about you for various purposes, including to:

- Provide, maintain, and improve our Site;

- Send you technical notices, updates, security alerts, and support messages;
- Respond to your comments, questions, and requests;
- Process and administer donations that you make to us;
- Communicate with you about services, offers, promotions, campaigns, and events offered by A Hero's Light and others, and provide news and information we think will be of interest to you;
- Monitor and analyze trends, usage, and activities in connection with our Site;
- Personalize and improve the Site and provide advertisements, content or features that match user profiles or interests;
- Comply with applicable laws and regulations;
- Link or combine with information we get from others to help understand your needs and provide you with better service; and
- Carry out any other purpose for which the information was collected.

Sharing Information:

We may share information about you as follows or as otherwise described in this Privacy Policy:

- With partners, vendors, and other service providers who need access to such information to carry out work on our behalf, for example, to help run our Site and IT systems, to send undertake online marketing and to send emails on our behalf, and to facilitate online payments;
- In response to a request for information if we believe disclosure is in accordance with any applicable law, regulation or legal process, or as otherwise required by any applicable law, rule or regulation;
- If we believe your actions are inconsistent with the spirit or language of our user agreements or policies; and
- With your consent or at your direction, including if we notify you through our Site that the information you provide will be shared in a particular manner and you provide such information.
- We may also share aggregated or de-identified information, which cannot reasonably be used to identify you.

In no instance will A Hero's Light rent, sell or exchange (for any reasons other than those listed above) your data with other organizations.

Links to Other Websites: The Site contains links to other websites. Please be aware that we are not responsible for the content or privacy practices of such other websites. We encourage our users to be aware when they leave our Site and to read the privacy statements of any other site that collects personally identifiable information.

Analytics: We may use third-party solutions to conduct web analytics. A third-party analytics provider may use cookies to help analyze how users use our website. The information generated by the cookie about your use of this Site (such as your IP address, the URL visited, the date and time the page was viewed) may be transmitted and stored by our third-party analytics provider.

Your Choices:

Your Information: You may ask us to update, correct, or delete information about you at any time by contacting us at the email address below, but note that we may retain certain information as required by law. For your protection, we may require proof of identity, including proper verification and confirmation that you are the individual entitled to request access, before providing information to you.

Cookies: Most web browsers are set to accept cookies by default. If you prefer, you can usually choose to set your browser to remove or reject browser cookies.

Promotional Communications: You may opt out of receiving promotional emails or messages from A Hero's Light at any time by contacting us at the email address below.

Security:

We will use reasonable measures to protect the personal information we may collect. Please be aware that despite our best efforts, no data security measures can guarantee absolute security. We encourage you to review the privacy statements of websites you choose to link to from the Site so that you can understand how those sites collect, use and share your information. A Hero's Light is not responsible for the privacy statements or other content on sites outside of the Site.

Questions and Comments:

A Hero's Light is committed to keeping your information private. If you have any questions or comments regarding this Privacy Policy please contact us at aheroslighttexas@gmail.com.