



This “Privacy Policy” describes the privacy practices of **ROWELL FAMILY EMPOWERMENT OF NORTHERN CALIFORNIA** and our subsidiaries and affiliates (collectively, **ROWELL**, “we”, “us”, or “our”) in connection with the <https://www.rfenc.org> website, and any other website that we own or control and which posts or links to this Privacy Policy (collectively, the “Service”), in connection with our marketing activities, and as otherwise described in this Privacy Policy. In addition, this Privacy Policy describes your rights and choices with respect to the Personal Information we collect.

We collect personal information 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 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:

- Business and personal contact information, such as your first and last name, email and mailing addresses, phone number, professional title, and company name.
- 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.



- Usage information, such as any content you upload to the Service or otherwise submit to us, including information you provide when you use any interactive features of the 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 Facebook, 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.

- **Marketing and advertising.** We do not sell your personal information or the personal information of your users. **Direct marketing.** We may send you **Rowell**-related direct marketing communications as permitted by law, including by email and mail as related to your preferences indicated on your intake. You may opt-out of our marketing communications as described in the Opt-out of marketing communications section below.

Referrals

Users of the Service may have the opportunity to refer friends or other contacts to us. If you are an existing user, you may only submit a referral if you have permission to provide the referral's contact information to us so that we may contact them.

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 Service. We use your personal information to:

- provide, operate, and improve the Service.
- provide information about our services.
- establish and maintain your family profile on Services provided.



- communicate with you about the Service, including by sending you announcements, updates, security alerts, and support and administrative messages.
- communicate with you about events in which you may participate.
- understand your individual or family needs, to provide supports, to personalize your services with our communications.
- provide support and follow ups for the Service; and
- respond to your requests, questions, and feedback.

To comply with law. We use your personal information as we believe necessary or appropriate to comply with applicable laws,

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 into anonymous, aggregated, or de-identified data by removing information that makes the data personally identifiable to you. We use this anonymous, aggregated, or de-identified data and share it with our funders as necessary for business purposes, including to analyze and improve the Service.

How We Share 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 aggregated or de-identified data with our funders.

Your Choices

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

Text message communications. We use text 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 at info@rfenc.org. This will end the communications from that particular phone number.

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 several organizational, technical, and physical safeguards designed to protect the personal information we collect. However, security risk is inherent in all internet and information technologies, and we cannot guarantee the security of your personal information. Email is an insecure way to transmit personal information. Please take special care regarding what information you send to us via email or text message.

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. We may, and if required by law, will also provide notification of changes in another way that we believe is reasonably likely to reach you, such as via e-mail (if you have an account where we have your contact information) or another manner through 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 Policy or privacy practices to info@rfenc.org You may also write to us via postal mail at:

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