**Privacy Policy**

Pediatric Palliative Care Coalition ("PPCC", "we", or “our”) recognizes the importance of protecting the privacy needs of users of our websites and social media pages (the "Service") and through other interactions by email, surveys, webinars, or telephone or at in-person events (e.g. volunteers). This Privacy Policy does not apply to the Lightning Bug application, which has its own privacy policy available here. This Privacy Policy describes the types of personal information we may collect from you or that you may provide when you visit the Service and our practices for collecting, using, maintaining, protecting, disclosing, and processing such personal information. Please read this policy carefully to understand our policies and practices regarding your personal information and how we will treat it. As used in this Privacy Policy, “personal information” means information that identifies, relates to, or describes an identified or identifiable natural person.

**Information We Collect and Use**

**Through the Service and by Email and Telephone**. We collect and store the following personal information and use it for typical business purposes (including security and anti-fraud purposes), as described more specifically below.

* Personal identifiers. We receive personal identifiers (such as your name, phone number, email address, mailing address, and social media username, and Google log-in username and password) when you submit them to the Service, and we use them to respond to your requests and communicate with you for membership, volunteer opportunities, marketing (including newsletter sign-ups), processing donations, surveys, webinars, and informational purposes. We may also collect and use this information to respond to feedback and complaints, communicate with you, and provide information about our services.
* Message content. We receive messages you provide through email (including feedback forms relating to our Lightening Bug application), by phone, or through online forms (including suggestion forms) on the Service, including in connection with customer service requests, membership requests, and requests for information. We use this information to respond to your requests and improve the Service and our services.
* Sign-up information. We receive personal identifiers and other information you provide when you sign-up or fill out an enrollment form (including volunteer sign-ups and webinar enrollments). We use this information to provide information about our services and webinars and information about volunteer opportunities.
* Business-related information. We receive business-related information (such as your organization’s name, your title, your organization’s contact information (including phone number and zip code), names of employees, and your degree or profession (such as M.D., D.O., parent, caregiver)) when you provide it to us in a request or enroll for webinars. We use this information to respond to your requests and enroll you and others in webinars.
* Survey information. We receive survey responses that you submit to us. We use this information for research and other business purposes.
* Donation Transaction Information. When you make a donation through the Service, you will provide financial account information, such as your payment card information or bank account information, to our third-party service providers, including Stripe. We do not collect or store such transaction information, but we will receive information about completed transactions that does not include credit card or bank account numbers.
* Anonymous or aggregated information. We de-identify or aggregate data we receive and may use and disclose it for any business purpose.
* Inferences. We may draw inferences from the categories of information described above. This information may be used so that we can improve future user experiences with PPCC.

**Through Webinars**. If you participate in a live webinar, we may publish a recording of the webinar on the Service or elsewhere, so others can view it, to promote our business and services, and in the normal course of our business operations. The webinar recording may include any audio or electronic contributions you make to the webinar (e.g., when you ask a question or participate in the chat feature or surveys during the webinar).

**Through Off-line Collection**. We collect the following personal information from you when you attend or volunteer at an event or when you submit a payment through the mail or in person: personal identifiers (such as your name, email address, address), donation transaction information (such as when you send a donation check), and other information you provide. We use this information to respond to your requests, process your donation and provide an invoice, enroll you, improve our services, respond to feedback and complaints, and provide information about our services.

**Through Social Media**. If you post information on our social media pages, we may use the information to respond to your post, promote our business and services, and in the normal course of our business operations. We may collect personal identifiers, such as your social media username, and other personal characteristics that you have made publicly available on the social media website. The third-party operators of social media websites also receive such information and your posts, and their use of your personal information is governed by their own privacy policies.

**Automatically Through the Service**. When you visit the Service, we and our third-party partners, such as analytics providers including Google Analytics, collect information by automated means. Such means include the use of cookies, web beacons, web server logs, and other similar technologies.

We may use such technologies to collect personal identifiers (such as your IP address), information about your device (such as your browser characteristics, device IDs and characteristics, operating system version, and language preferences) and information concerning your usage of the Service (including the link you used to reach a given webpage). For example, we use this information to determine how many users have visited particular webpages, viewed particular content, or opened messages or alerts. We may use the information to improve the performance of the Service, improve our marketing activities, and enforce our website service terms, prevent malicious conduct, and for anti-fraud and security purposes.

In some cases, our third-party partners may process information collected by cookies and related technologies that we permit them to use on the Service. Please see our [Cookie Policy](#CookiePolicy) for more details. With respect to any social network pages that we may use, please see the privacy policies and any cookie policies of the applicable social network providers as to their automated data collection practices.

As indicated above, we, similar to many other website operators, currently use Google Analytics to collect and process certain Service usage data. To learn more about Google Analytics and how to opt out, please see our [Cookie Policy](#CookiePolicy).

You may be able to change a web browser’s settings to block and delete cookies when you access the Service through that web browser. However, if you do that, the Service may not work properly; also, we will still receive basic information (such as last URL visited) when you navigate to the Service. The Service does not respond to browser do-not-track signals.

**Information Disclosures**

We may provide third-parties with the personal information we collect (as described above) for our business purposes to assist us in providing products and services to you, including to put you into contact with a partner or to help us market.

**To Provide, Protect, and Improve the Service and Other Services**. We disclose personal information as necessary to operate our business, such as with third-party providers in connection with providing services to you. We require that third-party providers use personal information only for that purpose, and we also require assurances that they will appropriately protect personal information entrusted to them. We also may access, preserve, and disclose information if we believe that such action is necessary in our judgment to comply with a legal obligation or protect and defend our rights or property, or those of others. For example, we may provide information, including IP address information, to our service providers to protect the Service, such as for fraud detection purposes.

**To Provide Joint Webinars with Our Partners**. We may offer joint webinars with our partners named when you enroll. We and our partners are each collecting the information submitted by you in connection with your enrollment in a webinar, including your name, telephone number and email address. We and our partners are also collecting information from you during the webinar. If we collect the information from you initially, we will share it with our partners.

**To Comply with the Law and Legal Process**. We may access, preserve, and disclose information concerning you if required to do so by law or if we believe that such action is necessary in our judgment to comply with a legal obligation.

**Other Sharing**. We may share information as described under “Information We Collect and Use” above and for other business purposes as otherwise explained in this Privacy Policy.

**Sales, Mergers, and Acquisitions**. In the event of a merger, acquisition, financing due diligence, reorganization, bankruptcy, receivership, sale of company assets, or transition of service to another entity (whether by private sale, through operation of law, as part of a divestiture plan, or otherwise), we will provide personal information and transaction history associated with each such business unit to the persons and/or entities assuming control of such business unit or as otherwise necessary to complete the transaction as permitted by law or contract.

**Retention of Personal Information**

As a general matter, we only keep information for as long as necessary to fulfill the purposes for which it was collected and as permitted or required by law, such as to comply with recordkeeping and other legal obligations. There may also be residual information that will remain within our backup files, databases, and other records, which will not be removed or changed.

**Protection of Personal Information**

We strive to process your information securely, in accordance with this Privacy Policy, and in accordance with information security requirements imposed by applicable law. We cannot, however, be responsible for Internet communications that are inherently not completely secure.

**Links to Third-Party Websites**

The Service may contain links to other websites and applications (such as Zoom), and other websites may link to the Service. This Privacy Policy does not apply to personal information that you submit to the websites of our partners or any other third parties, even if those third-party websites are linked to the Service or listed in our [Cookie Policy](#CookiePolicy). We are not responsible for the privacy practices of such other websites.

**No Use by Children Under the Age of 13**

The Service is not intended for use by children under the age of 13. If you are under the age of 13, you may not use the Service. We do not knowingly collect, maintain, or use personal information from children under 13 years of age. If we believe that any information has been posted by a child under the age of 13, we will promptly delete that information. Parents may contact us using the methods set forth below to request that information concerning their child be removed from the Service.

**How to Contact Us with Questions**

Customer questions, comments, and feedback are very important to us. If you have questions about this Privacy Policy please contact us at:

Pediatric Palliative Care Coalition

384 Fox Chapel Rd.

Pittsburgh, PA 15235

or by emailing us at info@ppcc-pa.org.

**Privacy Rights**

Certain jurisdictions impose specific legal requirements and privacy rights with respect to personal information, and we will comply with restrictions and any requests you submit as required by applicable law. For example, consumers may have one or more of the following privacy rights: to request additional information about our data collection, use, and disclosure practices in connection with the consumer’s personal information; to request access to the specific personal information collected about the consumer; to request the deletion of personal information we have about the consumer; to request a restriction on certain processing of personal information; and to request correction of inaccurate information. Also, certain consumers have the right not to receive discriminatory treatment if they exercise the rights listed above.

You may be able to use the Service to access and update the information that you have provided to us through your use of the Service or otherwise. If you would like to request access to such information or that we update, correct, or delete any such information, you may email us at: info@ppcc-pa.org. We will comply with requests you submit as required by applicable law.

When you make a request, we may require that you provide information and follow procedures so that we can verify a request you make and your jurisdiction before responding to it. The verification steps we take may differ depending on your jurisdiction and the request you make. We will match the information that you provide in your request to information we already have on file to verify your identity. If we are able to verify your request, we will process it. If we cannot verify your request, we may ask you for additional information to help us verify your request.

We will respond to your request within the time period required by applicable law. However, we may not always be able to fully comply with your request, and we will notify you in that event.

**Notification of Change to the Privacy Policy**

We reserve the right to modify this Privacy Policy. If we decide to materially change this Privacy Policy, notice of the change will be posted on the Service for a reasonable period of time or provided to you using other means. Nevertheless, you should review the Privacy Policy from time to time to be sure you are aware of the most recent version. We will only use information in accordance with the Privacy Policy in effect at the time the information was collected, unless we receive your consent.

Effective: July [insert date], 2022.

**Cookie Policy**

This table lists cookies that may be used on the Service.

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| **Service Provider or Trusted Partner** | **Purpose** | **Link to privacy notice** |
| Google Analytics\* (\_ga, \_gid) | Services usage analytics | https://privacy.google.com/ |
| Google Tag Manager (\_gat\_gtag\_UA\_\*) | Used for performance and to store preferences | https://privacy.google.com/ |
| DoubleClick and Google Ads (1P\_JAR, NID, OTZ, AEC) | Online advertising | https://privacy.google.com/ |
| Google (GRECAPTCHA, PREF) | Website and visitor browser security | https://privacy.google.com/ |
| Stripe (\_stripe\_mid, \_stripe\_orig\_props, \_stripe\_sid, recent-reviews, lang, scfc) | Accepting and handling payment card payments | https://stripe.com/privacy |
| Facebook (\_fbp) | Online advertising | https://www.facebook.com/policy.php |
| Amazon Web Services (AWSALB, AWSALBTGCORS, AWSALBCORS) | Application load balancer | https://aws.amazon.com/privacy/?nc1=f\_pr |
| Form Assembly (FORMASSMBLY) | Used to provide a service | https://www.formassembly.com/privacy-policy/ |
| Akamai Bot Manager (\_abck, ak\_bmsc, bm\_sz) | Security | https://www.akamai.com/legal/compliance/privacy-trust-center |
| Mailchimp (\_mcid) | Online advertising (to enable advertising and analytics by Google) | https://www.intuit.com/privacy/statement/ |
| (JESSIONID, S, COMPASS) | Session Management | https://webflow.com/legal/cookie-policy |

\*Like most websites, we use Google Analytics to collect and process certain website usage data. To learn more about Google Analytics and how to opt out, please visit https://tools.google.com/dlpage/gaoptout. In addition, you can click the following link in order to find out more information about your options with respect to Google Analytics and other Google services: https://policies.google.com/technologies/partner-sites.