

# Privacy Policy

Effective Date: September 2018

This Privacy Policy describes what information Bay Area Cancer Connections (“BACC,” “we,” “our” or “us”) collects from and is related to you, and how we use such information, when you use our websites at [www.bayareacancer.org](http://www.bayareacancer.org) (the “Website”), or when you use any related BACC services or features (collectively, “BACC”).

By using our Website, you consent to the collection, use and sharing of your information by BACC in accordance with this Privacy Policy. This Privacy Policy incorporates herein the [Terms and Conditions](#) of this Website; both statements should be read in conjunction with each other.

It is important for Website users to read the Privacy Policy carefully. The Privacy Policy may change over time in coordination with new or different services that we may provide in the future, or for other unforeseeable reasons. We have provided an "effective date," which reflects the date that this Privacy Policy was most recently updated so that Website users can be aware of the Privacy Policy in effect at all times. We encourage all users to occasionally refer to this Privacy Policy so that they can remain aware of our current practices.

## What information is being collected?

1. Personally Identifiable Information: This category includes information that would allow us to identify you personally. This would include, for example, contact information, such as names, home addresses, phone numbers, and email addresses. Personally Identifiable Information may also include information about your activities, treatment, demographic, geographic area, or preferences which can be used with other Personally Identifiable Information to identify you personally.
2. Non-Personally Identifiable Information: This category refers to information that does not identify a specific individual. For instance, this Website may track the total number of visitors to the Website, the number of visitors to a particular page of the Website, and/or other such technical information. This data may be used to diagnose problems with the Website, gather demographic, geographic and gender information to improve our services or marketing efforts, improve our services and product, and for similar purposes. We may also make Personally Identifiable Information anonymous or aggregate such anonymous data so that it becomes Non-Personally Identifiable Information.

## How Do We Collect Information?

1. **Voluntarily Provided Information:** BACC may collect information, which may include Personally Identifiable Information, voluntarily provided to us by the user. This information may be collected in coordination with a voluntary survey, information or service request, or by similar voluntary methods.
2. **Passive Information Collection:** BACC may also collect information, which may include Personally Identifiable Information, automatically when you visit the Website. This information may include website "traffic" data or IP addresses (an IP address is a number automatically assigned to your computer in order to use the Internet), or other anonymous data. Information may be collected using technologies such as standard server logs, cookies, pixels, and clear GIFs or Web beacons.
3. **When You Contact Us:** Personally Identifiable Information may be gathered as a result of phone calls or other non-Website based communications with us. In the case of phone calls, some Personally Identifiable Information may be collected automatically, like a phone number.
4. **Third Party Information:** BACC may collect information, which may include Personally Identifiable Information, from third parties (such as third-party reservation platforms) and vendors and add it to the other information collected.

## **How Do We Use Personally Identifiable Information?**

Information collected by BACC is used for the following purposes:

- To provide you with the services you request;
- To process customer payments;
- To enhance Website operations;
- To provide marketing and promotional efforts;
- For donation and conference registration purposes;
- To enforce agreements, address security hazards, prevent fraud or illegal or improper activities;
- For administrative purposes; and
- For other legally permissible purposes.

We allow you to "opt-out" of receiving certain marketing material, as discussed in more detail below.

## **To What Extent Do We Disclose Your Information to Third Parties?**

BACC may share your information in the following situations:

1. Service Providers: We may share your information, including Personally Identifiable Information, with third parties or affiliates, including our volunteers, to assist in our business operations (e.g., to process payments, store data, deliver information, and perform other similar functions; administrative functions such as to process employee payroll, benefits, and health insurance support and services), or to provide the services you have requested.
2. Mission Collaborators – We may also collaborate with organization to provide or improve BACC's services and operations. For example, we may share with organization that are working with BACC to provide free or discounted services to under-served individuals in need of care.
3. Business Transfers: We may share your information, including Personally Identifiable Information, as part, of or in connection with, a merger, acquisition, assignment, as part of debt financing, the sale of company assets, or in any similar transaction, or to the extent as may be required in the unlikely event of insolvency bankruptcy, or a receivership.
4. Protection of BACC: You agree that we, our agents, and independent contractors, may disclose your information, including Personally Identifiable Information, to the extent that we, our agents, and independent contractors, in our sole discretion, believe doing so may be appropriate, including but not limited to when it may be legally required, necessary to comply with laws, or in response to lawful requests or legal process. We may also share such information where we believe it may limit our liability in an actual or potential lawsuit, or where otherwise necessary to protect our rights, interests and/or property (including, without limitation, to enforce our agreements), or the rights, interests and/or property of our agents, independent contractors, customers, and others.

We may share Non-Personally Identifiable Information with third parties and will make reasonable efforts to ensure such information is deidentified and in aggregate form.

## **How is Personally Identifiable Information Secured?**

We maintain certain security procedures and practices to protect the personally identifiable information you provide from unauthorized access and use. Such practices include:

- Employing internal access controls in effort to ensure that the only people who see your information are those with a need to do so to perform their official duties.
- Training relevant personnel on our privacy and security measures.
- Regularly backing up the information that we collect to protect against loss.

- Using technical controls to secure the information that we collect, as appropriate, including Secure Socket Layer (SSL) and password protections.

## **Third Party Websites**

The Website may contain third-party links or include third-party integrations. Through these links and integrations, you may be providing information (including personal information) directly to the third-party, us, or both. You acknowledge and agree that we are not responsible for how those third parties collect or use your information. You should review the privacy policies of every third-party service that you visit or see, including those third parties you interact with through our Website and Services

## **Your Choices**

### Opt-Out

You may opt out of receiving future promotional communications from us by emailing us at [info@bayareacancer.org](mailto:info@bayareacancer.org) or by following the instructions within a promotional communication you received from us. To learn more about your choices regarding receiving promotional emails or other communications, please email us at [info@bayareacancer.org](mailto:info@bayareacancer.org).

## **Correcting Your Personally Identifiable Information**

You may request to view and, if necessary, correct personally identifiable information we collect about you. To do so, please send a written request to the e-mail or physical address listed in the “Contact Us” section below. Include your full name, mailing address and phone number. We will handle all requests in accordance with applicable law.

## **Notice to California Residents – Your California Privacy Rights**

- **“Shine the Light”**

We do not sell, trade, or rent your Personally Identifiable Information to third parties to market their own products or services.

- **“Do Not Track”**

We do not honor do-not-track signals.

## **Children’s Privacy**

We do not intentionally collect data from children under the age of 13. If we learn that we have inadvertently collected any such data, we will delete it as soon as possible.

## **Contact Us**

If you have any questions regarding this Privacy Policy, please:

Email us at:

[info@bayareacancer.org](mailto:info@bayareacancer.org)

Write us at:

BACC: Resource Center  
2335 El Camino Real  
Palo Alto, CA 94306