

# POTOMAC CONFERENCE CORPORATION OF SEVENTH DAY ADVENTISTS

## Privacy Policy

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The PCCSDA reviews its Privacy Policy periodically and reserves the right, at its discretion, to modify or remove portions of this Privacy Policy at any time. **This Privacy Policy applies to all web sites, applications (such as the Pastor's Coach app), mobile websites, mobile applications, and other electronic access portals produced and maintained by the PCCSDA.** Any references to "website" or other specific platform herein include all other platforms as described in this paragraph.

### COLLECTION AND USE OF INFORMATION

The PCSDA recognizes the privacy concerns of users and the importance of protecting the privacy of personally identifiable information collected from them. As our general policy, we do not require you to identify yourself or reveal any personal information (e.g. mailing address, email address, phone number(s), credit card information, or any other information you enter), unless you choose to contact us, or unless there is a registration requirement before you can use a certain feature, such as an application.

The only way we will obtain personally identifiable information about you is if you choose to knowingly and voluntarily submit that information to PCCSDA. The type of personally identifiable information that you disclose depends on the purpose(s) of your request and, unless otherwise provided for in this Policy or at the time of collection, the PCCSDA will use that information only for the purpose(s) for which it was submitted.

At the time you create a profile, fill out an online form, send us an email, or otherwise endeavor to enter information or register an app, you are sharing personally identifying information. This information provides us with an opportunity to provide you targeted content. We may send you information about PCCSDA or its ministries by mail or email, but will respect any request to stop receiving this information at any time, and all regular email communications will include an opportunity to "opt out" of receiving further such emails.

We distribute personally identifiable information about you within the PCCSDA family of ministries to the extent necessary to fulfill the purpose(s) for which you have provided the

information. For example, if you request specific information to be sent to you, we will provide the appropriate information such as your name and address to the department fulfilling your request. Similarly, if you enter personal information into an application on your mobile phone, we may use or distribute the information to our departments or affiliates as needed to achieve the purposes of the app, or to provide the services associated with the app. We may also use your email to contact you in the future about our programs or additional resources that may be of interest to you.

We reserve the right to track the number of visitors to the different sections of our site and website usage; however this does not contain details on specific visitors. Additionally, if you use any of our mobile applications we may automatically collect certain information, including but not limited to, the type of mobile device you use, your mobile device's unique device ID, the IP address of your mobile device, your mobile operating system, the type of mobile Internet browsers you use, and information about the way you use the Application. As a general rule, we do not collect real time information about any mobile user's location.

All information we collect under this policy remains the property of PCCSDA and may be kept indefinitely.

## **SECURITY**

We maintain reasonable and appropriate safeguards to ensure the security, integrity, and privacy of user information in our possession. The PCCSDA does not sell, trade, or rent personally identifiable information to non-affiliated third parties. Aggregated, anonymized data may be periodically transmitted to a non-affiliated third party to help improve the way we provide services through our website or applications. We may also disclose any information we collect from you to a non-affiliated third party if required by law or if we believe in good faith it is necessary to protect our rights, to ensure your safety or the safety of others, to investigate fraud, or to respond to a governmental request.

When submitting sensitive data like credit card information, we use secure server technology to protect this information. The secure serve software (SSL) encrypts the information you input before you send it to us. All of the data is protected against unauthorized access, as indicated by the secure icon on your browser.

## **COOKIES**

When you surf the Internet, your browser automatically transmits some information to us each time you access content on our site, called "cookies." "Cookies" are files that are stored by your browser on your computer's hard drive. Our cookies do not contain any personally identifying information about a user. They enable us to provide customized features to enhance your visit to our website. Most web browsers automatically accept cookies, but you can usually set your browser to prevent that. Users should consult their browser Help files for instructions on how to refuse cookies.

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