



**Fresh Youth Initiatives, Inc.**  
**WEBSITE PRIVACY POLICY**  
*Revised 2013*

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Fresh Youth Initiatives, Inc. (“FYI”) maintains a general audience web site, intended for users of all ages. Personal information of all users is collected, used and disclosed as described in this Privacy Statement (“Statement”). This Statement contains a section with specific details regarding personal information collected from children.

**Providing visitors with anonymous access**

We do not collect information about our visitors from other sources, such as public records or bodies, or private organizations. You can access our Web site home page and browse our site without disclosing personal data. Fresh Youth Initiatives gathers personally identifiable data, such as names, addresses, zip/postal codes, e-mail addresses, etc., when voluntarily submitted by a visitor. For example, personally identifiable information may be collected in order to respond to a stated desire to get involved with or donate to FYI. This information is used solely by FYI or other entities involved in the operation of this site for internal purposes. We maintain electronic security safeguards to help protect personal information about you that we obtain via the internet.

**Discloser and Visitor Choice**

It is our policy not to disclose your personally identifiable data to other organizations.

We will only share such information with third parties when (i) the person submitting the information authorizes us to share it; (ii) sharing the information is a necessary operation of the site, for instance, to process a credit card transaction, or (iii) we are required to do so by law.

**How Do We Use Cookies?**

Visitors should be aware that non-personal information and data may be automatically collected by the FYI Web site through “Cookies.” Cookies are not programs that come onto a visitor’s system and damage files. Cookies are small text files a Web site can use to recognize repeat visitors, allow us to track usage behavior, and compile aggregate data that will allow us to improve the content of our web site. This information is used to

provide general statistics regarding the use of FYI's website, to improve visitors online experience, and to facilitate their visit within our site. This site visitation data is identified only by a unique ID number, and it is never linked with personal information. If a visitor does not want information collected through the use of Cookies, there is a simple procedure in most browsers that allows visitors to deny or accept the cookie feature.

### **The services and links of our Web site**

Our site does not enable our visitors to communicate with other visitors or to post information to be accessed by others. Our site provides clear notice of links to third party Web Service Providers. FYI's e-mail lists are powered through Vertical Response.

We provide Vertical Response with e-mail addresses and information from FYI's database. This information can only be used by FYI under Vertical Response's privacy policy. A recipient of an e-mail from FYI may unsubscribe at any point. For more information, please view Vertical Response's privacy statement at: [http://www.verticalresponse.com/about/privacy\\_tos.html](http://www.verticalresponse.com/about/privacy_tos.html)

### **Online donations are powered through a third- party provider**

We care about the safety and security of your transactions. Online donations are powered through a third-party provider that process credit card transactions using high grade encryption and security protocols. Please view <https://www.nycharities.org/Resources/PrivacyPolicy.aspx> for the privacy policy of our third-party provider.

### **Note to Parents on our Privacy Policy**

FYI welcomes children to learn more about our organization and, where appropriate, find opportunities to serve their communities. However, we encourage this to be done only with their parent's knowledge and supervision. For this reason FYI follows the guidelines for interactive electronic media published by the Children's Advertising Review Unit of the Better Business Bureau.

### **Changes to this Statement**

FYI will occasionally update this Privacy Statement. If there are material changes to this Statement or in how FYI will use your personal information, we will prominently post such

changes prior to implementing the change. FYI encourages you to periodically review this Statement to be informed of how we are protecting your information. FYI welcomes your comments regarding this Privacy Statement. If you have any questions or believe FYI has not adhered to this Statement, please contact us by telephone, email or postal mail at:

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