



PRERNA Privacy Policy

This privacy policy is intended to better serve those who may be concerned with how their 'Personally Identifiable Information (PII)' is being used online. PII, as described in U.S. privacy law and information security, is information that can be used on its own or with other information to identify, contact or locate a single person, or to identify an individual in context.

Please read our privacy policy carefully to get a clear understanding of how we collect, use, protect or otherwise handle your PII in accordance with our website.

1. What personal information do we collect from those who visit our website?

When registering for our newsletter or making a donation to PRERNA, you may be asked to enter your name, email address, phone number, credit card information, city, state, organization name, organization title or other details.

2. When do we collect information?

We collect information from you when you subscribe to a newsletter, enter information on our site or donate to our cause.

3. How do we use your information?

We may use the information we collect from you when sign up for our newsletter, make a donation, respond to a survey or marketing communication, visit our website, or use other site features in the following ways:

- To quickly process your transactions
- To send periodic emails with information and updates about our organization's work
- To follow up with you after correspondence (live chat, email or phone inquiries)

4. How do we protect your information?

- Our website is scanned on a regular basis for security holes and known vulnerabilities in order to make your visit to our site as safe as possible.
- We use regular malware scanning.
- Your personal information is contained behind secured networks and is only accessible by a limited number of persons who have special access rights to such systems and are required to keep the information confidential.
- All sensitive/credit information you supply is encrypted via Secure Socket Layer (SSL) technology.
- We implement a variety of security measures when users enter, submit or access their information to maintain the safety of their personal information.
- All transactions are processed through a gateway provider and are not stored or processed on our servers.

5. Do we use 'cookies'?

We do not use cookies for tracking purposes

You can choose to have your computer warn you each time a cookie is being sent, or you can choose to turn off all cookies. You do this through your browser settings. Since each browser is a little different, look at your browser's Help Menu to learn the correct way to modify your cookies.

If you turn cookies off, some of the features that make your site experience more efficient may not function properly.

6. What is our relationship with third-party organizations?

- We do not sell, trade, or otherwise transfer to outside parties your Personally Identifiable Information.
- We do not include or offer third-party products or services on our website.
- We do not allow third-party behavioral tracking.
- We do not currently use Google AdSense, but we may choose to do so in the future.

7. How does our site handle Do Not Track signals?

We honor Do Not Track (DNT) signals and do not track, plant cookies or use advertising when a DNT browser mechanism is in place.

8. What is the California Online Privacy Protection Act (CalOPPA)?

CalOPPA is the first state law in the U.S. to require commercial websites and online services to post a privacy policy. The law's reach stretches well beyond California to require any person or company in the U.S. (and conceivably the world) that operates websites collecting Personally Identifiable Information from California consumers to post a conspicuous privacy policy on its website stating exactly the information being collected and those individuals or companies with whom it is being shared

According to CalOPPA, we agree to the following:

- Users can visit our site anonymously.
- Once this privacy policy is created, we will add a link to it on our home page or as a minimum, on the first significant page after entering our website.
- Our Privacy Policy link includes the word 'Privacy' and can easily be found on the page specified above.
- You will be notified of any Privacy Policy changes on our Privacy Policy page.
- You can change your personal information by emailing us.

9. What is the Children Online Privacy Protection Act (COPPA)?

When it comes to the collection of personal information from children under the age of 13 years old, the Children's Online Privacy Protection Act (COPPA) puts parents in control. The Federal Trade Commission, a U.S. consumer protection agency, enforces the COPPA Rule, which spells out what operators of websites and online services must do to protect children's

privacy and safety online. We do not specifically market to children under the age of 13 years old.

10. What are Fair Information Practices?

The Fair Information Practices principles form the backbone of privacy law in the U.S. and the concepts they include have played a significant role in the development of data protection laws around the globe. Understanding the Fair Information Practice principles and how they should be implemented is critical to comply with the various privacy laws that protect personal information.

In order to be in line with Fair Information Practices, we will take the following responsive action should a data breach occur:

- We will notify you via email within seven business days.
- We also agree to the Individual Redress Principle, which requires that individuals have the right to legally pursue enforceable rights against data collectors and processors who fail to adhere to the law. This principle requires not only that individuals have enforceable rights against data users, but also that individuals have recourse to courts or government agencies to investigate and/or prosecute non-compliance by data processors.

11. What is the CAN-SPAM Act?

The CAN-SPAM Act is a law that sets the rules for commercial email, establishes requirements for commercial messages, gives recipients the right to have emails stopped from being sent to them and spells out tough penalties for violations.

We collect your email address in order to:

- Send information, respond to inquiries, and/or other requests or questions

To be in accordance with CAN-SPAM, we agree to the following:

- Not use false or misleading subjects or email addresses
- Identify the message as an advertisement in some reasonable way
- Include the physical address of our business or site headquarters
- Monitor third-party email marketing services for compliance, if one is used
- Honor opt-out/unsubscribe requests quickly
- Allow users to unsubscribe by using the link at the bottom of each email

If at any time you would like to unsubscribe from receiving future emails, you can follow the instructions at the bottom of each email and you will promptly be removed from ALL correspondence.

Contacting Us

If there are any questions regarding this privacy policy, you may contact us using the information below.

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