

The Mission Privacy Policy

Collection and Use of Personal Information

Personal information is data that can be used to identify or contact a single person.

You may be asked to provide your personal information anytime you are in contact with The Mission, or an The Mission affiliated company. The Mission and its affiliates may share this personal information with each other and use it, consistent with this Privacy Policy. They may also combine it with other information to provide and improve our products, services, content, and advertising. You are not required to provide the personal information that we have requested, but if you choose not to do so, in many cases we will not be able to provide you with our products or services, or respond to any queries you may have.

Here are some examples of the types of personal information The Mission may collect and how we may use it:

What personal information do we collect?

- When you sign up to donate at The Mission, we may collect a variety of information, including your name, mailing address, phone number, email address, contact preferences, credit card information, and profile information where the contact is via social media.
- When you share your content with family and friends using The Mission generated link, or invite others to participate in The Mission advocate program, The Mission may collect the information you provide about those people, such as name, mailing address, email address, and phone number. The Mission will use such information to fulfill your requests, provide the relevant product or service, or for anti-fraud purposes.

How do we use your personal information?

We may process your personal information for the purposes described in this Privacy Policy, with your consent; for compliance with a legal obligation to which The Mission is subject; for the performance of a contract to which you are party, in order to protect your vital interests; or when we have assessed it is necessary for the purposes of the legitimate interests pursued by The Mission or a third party to whom it may be necessary to disclose information. If you have questions about this legal basis you can contact [the mission](#).

- The personal information we collect allows us to keep you posted on The Mission's latest announcements, status of your sponsorship, and upcoming events. If you don't want to be on our mailing list, you can opt-out anytime by contacting [the mission](#)
- We also use personal information to help us create, develop, operate, deliver, and improve our content and advertising, and for loss prevention and anti-fraud purposes. We may also use your personal information for account and network security purposes, including in order to protect our services for the benefit of all our users. Where we use your information for anti-fraud purposes, it arises from the conduct of an online transaction with us. We limit our uses of data for anti-fraud purposes to those which are strictly necessary and within our assessed legitimate interests to protect our customers and our services.
- From time to time, we may use your personal information to send important notices, such as communications about donations, purchases, and changes to our terms, conditions, and policies. Because this information is important to your interaction with The Mission, you may not opt out of receiving these communications.
- We may also use personal information for internal purposes, such as auditing, data analysis, and research to improve The Mission's products, services, and customer communications.
- If you enter into the advocate program we may use the information you provide to administer the program.

From what source(s) could personal information be obtained?

We may have received your personal information from other persons, if that person has shared their content with you using The Mission program, or invited you to participate in The Mission programs.

How is non-personal information collected and used?

We also collect data in a form that does not, on its own, permit direct association with any specific individual. We may collect, use, transfer, and disclose non-personal information for any purpose. The following are some examples of non-personal information that we collect and how we may use it:

- We may collect information such as occupation, language, zip code, area code, referrer URL, location, and the time zone where the Mission program is used so that we can better understand customer behavior and improve our services and advertising.

- We may collect information regarding customer activities on our website. This information is aggregated and used to help us provide more useful information to our customers and to understand which parts of our website are of most interest. Aggregated data is considered non-personal information for the purposes of this Privacy Policy.

If we do combine non-personal information with personal information, the combined information will be treated as personal information for as long as it remains combined.

How do we use Cookies and other technologies?

The Mission's websites, online services, interactive applications, email messages, and advertisements may use "Cookies" and other technologies, such as pixel tags and web beacons. These technologies help us better understand user behavior, tell us which parts of our websites people have visited, and facilitate and measure the effectiveness of advertisements and web searches. We treat information collected by Cookies and other technologies as non-personal information. However, to the extent that Internet Protocol (IP) addresses or similar identifiers are considered personal information by local law, we also treat these identifiers as personal information. Similarly, to the extent that non-personal information is combined with personal information, we treat the combined information as personal information for the purposes of this Privacy Policy.

As is true of most internet services, we gather some information automatically and store it in log files. This information includes Internet Protocol (IP) addresses, browser type and language, Internet service provider (ISP), referring and exit websites and applications, operating system, date/time stamp, and clickstream data. We use this information to understand and analyze trends, to administer the site, to learn about user behavior on the site, to improve our product and services, and to gather demographic information about our user base as a whole. The Mission may use this information in our marketing and advertising services.

In some of our email messages, we use a "click-through URL" linked to content on the The Mission website. When customers click one of these URLs, they pass through a separate web server before arriving at the destination page on our website. We track this click-through data to help us determine interest in particular topics and measure the effectiveness of our customer communications. If you prefer not to be tracked in this way, you should not click text or graphic links in the email messages. Pixel tags enable us to send email messages in a format customers can read, and they tell us whether mail has been opened. We may use this information to reduce or eliminate messages sent to customers.

Do you disclose information to third parties?

At times, The Mission may provide third parties with certain personal information to provide or improve our products and services, including to deliver products at your request, or to help The Mission market to consumers. When we do, we require those third parties to handle it in accordance with relevant laws. The Mission does not sell personal information, and personal information will never be shared with third parties for their marketing purposes. For example, when you purchase and activate your iPhone, you authorize The Mission and your carrier to exchange the information you provide during the activation process to carry out service, including information about your device. If you are approved for service, your account will be governed by The Mission and your carrier's respective privacy policies.

Others

It may be necessary – by law, legal process, litigation, and/or requests from public and governmental authorities within or outside your country of residence – for The Mission to disclose your personal information. We may also disclose information about you if we determine that for purposes of national security, law enforcement, or other issues of public importance where disclosure is necessary or appropriate. We may also disclose information about you, but only where there is a lawful basis for doing so, if we determine that disclosure is reasonably necessary to enforce our terms and conditions or protect our operations or users. This could include providing information to public or governmental authorities. Additionally, in the event of a reorganization, merger, or sale we may transfer any and all personal information we collect to the relevant third party.

How do we protect your personal information?

The Mission takes the security of your personal information very seriously. The Mission protects your personal information during transit using encryption such as Transport Layer Security (TLS). When your personal data is stored by The Mission, we use computer systems with limited access housed in facilities using physical security measures.

The Existence of Automated Decision-Making, Including Profiling

The Mission does not take any decisions involving the use of algorithms or profiling that significantly affect you.

Integrity and Retention of Personal Information

The Mission makes it easy for you to keep your personal information accurate, complete, and up to date. We will retain your personal information for the period necessary to fulfill the purposes outlined in this Privacy Policy and our service specific privacy summaries. When assessing these periods we carefully examine our need to collect personal information at all and if we establish a relevant need we only retain it for the shortest possible period to realize the purpose of collection unless a longer retention period is required by law.

Your Privacy Rights

You can help ensure that your contact information and preferences are accurate, complete, and up to date by contacting the mission. For other personal information we hold, we will provide you with access (including a copy) for any purpose including to request that we correct the data if it is inaccurate or delete the data if The Mission is not required to retain it by law or for legitimate business purposes.

We may decline to process requests that are frivolous/vexatious, jeopardize the privacy of others, are extremely impractical, or for which access is not otherwise required by local law. We may also decline aspects of deletion or access requests if we believe doing so would undermine our legitimate use of data for anti-fraud and security purposes as described earlier.

Third-Party Sites and Services

The Mission websites may contain links to third-party websites, products, and services. Information collected by third parties, which may include such things as location data or contact details, is governed by their privacy practices. We encourage you to learn about the privacy practices of those third parties.

Privacy Questions

If you have any questions or concerns about The Mission's Privacy Policy or data processing, you would like to contact our office or if you would like to make a complaint about a possible breach of local privacy laws, please contact us. You can always contact us by phone or email. <https://www.themissioninc.org/contact>

If you ask us, we will endeavor to provide you with information about relevant complaint avenues which may be applicable to your circumstances.

Where your complaint indicates an improvement could be made in our handling of privacy issues, we will take steps to make such an update at the next reasonable opportunity. In the

event that a privacy issue has resulted in a negative impact on you or another person, we will take steps to address that with you or that other person.

The Mission may update its Privacy Policy from time to time. When we change the policy in a material way, a notice will be posted on our website along with the updated Privacy Policy.