

BLACK **Lemonade**

Black Lemonade Privacy Policy

Effective Date: March 2025

Black Lemonade is committed to protecting the privacy and security of our community members, donors, volunteers, and participants. This Privacy Policy explains how we collect, use, and protect the personal information you provide when staying up to date with our initiatives, events, and programs.

1. Information We Collect

We may collect and store the following personal information:

- **Personal Identifiers:** Name, phone number, email address, mailing address.
- **Demographic Information:** Age, gender, interests (optional).
- **Engagement Data:** Participation in events, programs, and services.
- **Communication Preferences:** Your choices regarding how we contact you.

2. How We Use Your Information

We use the information collected for the following purposes:

- To provide updates on Black Lemonade programs, events, and initiatives.
- To communicate important announcements, newsletters, and promotional materials.
- To process event registrations, program enrollments, and volunteer opportunities.
- To improve our programs and services based on engagement trends.
- To comply with legal obligations and maintain security.

3. How We Protect Your Information

We implement appropriate security measures to protect your personal information from unauthorized access, alteration, disclosure, or destruction. We do not sell, rent, or trade personal information to third parties.

4. Information Sharing & Third Parties

Your information may be shared with trusted service providers who help us manage communications, process donations, or analyze engagement. These providers are required to keep your information secure and use it solely for the services they provide on our behalf.

5. Your Rights & Choices

You have the right to:

- **Access and Update Your Information:** Contact us to review or update your personal details.
- **Opt-Out of Communications:** You may unsubscribe from emails or text messages at any time.
- **Request Data Deletion:** You may request the deletion of your information, subject to legal and operational requirements.

6. Cookies & Tracking Technologies

Our website and digital communications may use cookies or tracking technologies to enhance user experience. You can modify your browser settings to decline cookies.

7. Children's Privacy

Black Lemonade does not knowingly collect personal information from children under the age of 13 without parental consent. If we discover such information, we will promptly delete it.

8. Policy Updates

We may update this Privacy Policy periodically. The latest version will always be available on our website, and significant changes will be communicated accordingly.

9. SMS/Text Messaging Consent and Disclosure

How We Collect Phone Numbers

Black Lemonade may collect your mobile phone number through:

- **Online registration forms on our website or at events**
- **Verbal consent during phone calls or in-person conversations**
- **Event check-in or sign-up forms**

- Digital forms or QR codes at community events

When providing your phone number, you are agreeing to receive text messages from Black Lemonade regarding our programs, events, volunteer opportunities, updates, and community alerts.

Consent to Text

By submitting your phone number via any of the above methods, you consent to receive recurring text messages from Black Lemonade. These messages may include but are not limited to:

- Event reminders and confirmations
- Program enrollment updates
- Volunteer opportunities
- Fundraiser announcements
- Community service alerts
- Emergency updates and last-minute changes

SMS Disclosure Language

When opting into text communication, the following SMS disclosure appears (verbally or in writing depending on method of collection):

“By submitting your phone number, you agree to receive automated or manual text messages from Black Lemonade. Messages may include updates on our programs, events, and community engagement opportunities. Message and data rates may apply. Message frequency varies. Text STOP to unsubscribe or HELP for assistance.”

Opt-Out and Support

- To opt out at any time, reply STOP to any message.
- For help or more information, reply HELP, or contact us directly.

Data Storage Location

All personal data, including mobile phone numbers, is securely stored in:

- Black Lemonade's CRM (Customer Relationship Management) system, which is password-protected and encrypted.
- For program participants, information may also be recorded in their participant file, either digital or hardcopy, depending on the nature of the program. We follow strict access control policies, and only authorized staff have access to personal contact information.

10. Contact Us

For questions regarding this Privacy Policy or to exercise your rights, please contact:

Black Lemonade

Mailing Address: 100 Powell Place #1024 Nashville, TN 37204

info@blacklemonade.org

615-200-7351

www.blacklemonade.org

By providing your personal information, you consent to the terms outlined in this Privacy Policy.