

Privacy Policy

SCOPE AND DEFINITIONS

When we say “**Services**,” we mean:

- The websites owned and controlled by us that link to this Privacy Notice, including www.mathewv18.sg-host.com (“**Sites**”); and
- Member and prospective member activities, including events we host, surveys and social media, telephone, and email campaigns we engage in (“**Marketing Activities**”).

When we use the term “**Personal Data**,” we mean any information that can be used to identify you, directly or indirectly, as an individual person.

We collect Personal Data about the following types of individuals:

- Visitors to our Sites and users of any digital services we provide; and
- Any other individuals who interact directly with Zion Lutheran Church on our websites.

Please note that this Privacy Notice does not cover or apply to our processing of information about employees or contractors.

THE INFORMATION WE COLLECT AND USE

We collect and use Personal Data from Users in the following ways:

A) DATA PROVIDED BY YOU

We collect and use Personal Data that you provide to us in the following ways:

- **Communications.** If you communicate with us through the website or by email, mail, phone, text, chat, or any other paper or electronic form, we collect your contact information, such as your name, address, email address and phone number, the content of the communication and the metadata associated with the communication. We use this information to investigate and respond to your inquiries and to communicate with you.
- **Newsletters.** If you are registered to receive a newsletter, we collect your contact information, applicable interests, and communication preferences. We use this information to manage our communications with you. If you wish to stop receiving email messages from us, please see the “Privacy Preferences” section below.
- **Events.** If you register for or attend any Zion Lutheran Church event, we collect your contact information from you that you submit through our website, via SMS text, over the phone, or through email. We use this information to register you in the program, prepare and administer the event, contact you about the event and to inform you about future events that may be of interest to you.
- **Donors.** If you wish to make a gift to Zion Lutheran Church, we collect your name, contact information and payment details, including the amount and recurrence of the gift. We use

this information to process your gift, communicate with you regarding your gift and to maintain our internal records and accounts. If you wish to modify your recurring gift, please contact us directly.

B) DATA WE OBTAIN FROM THIRD PARTY SOURCES

We collect Personal Data from the following third-party sources:

- **Publicly Available Sources:** We collect information about individuals from publicly available sources, such as our operations on social media platforms (for example, Facebook, Twitter, and Instagram) or publicly available research. This information enables us to conduct market research and interact with current, prospective and former member families.

C) DATA WE COLLECT AUTOMATICALLY

We use various technologies to collect other types of data about the device or browser you use to navigate our Sites, including:

- **Web Logs.** As is true of many websites and email communications, we gather certain information automatically and store it in log files. This information may include IP addresses, browser type, internet service provider, referring/exit pages, operating system, date/time stamp and/or clickstream data. We use this data to analyze trends on our Sites, manage and administer the content, for security and availability of the Sites, improve the performance of the Sites, and for fraud protection and to protect our rights and the rights and safety of individuals.
- **Cookies and Other Data Collection Technologies.** We and our service providers use cookies, scripts and similar technologies to manage the Sites and to collect information about you and your use of our Sites. These technologies help us to recognize you, customize or personalize your experience and analyze the use of our Sites to make them more useful to you. These technologies may also allow us to aggregate demographic and statistical data and provide this information to our service providers to facilitate their provision of services. Most Internet browsers allow you to remove or manage cookie functions and adjust your privacy and security preferences. For information on how to do this, access the “help” menu on your Internet browser, or access <http://www.aboutcookies.org/how-to-control-cookies>. Please note, however, that disabling our cookies may result in your inability to take full advantage of all of the features of our Sites.
- **Google Analytics:** We use “Google Analytics” to collect information about use of this site. Google Analytics collects information such as how often users access the Services, what pages they access when they do so and what other sites they used prior to coming to the Services. We use the information we get from Google Analytics only to improve the Services. To learn more about the use of data collection technologies by Google for analytics and to exercise choice regarding those technologies, please visit the [Google Analytics Opt-Out](#) browser add-on page.
- **Other Third Party Applications:** We use other technology on our website to register tours, process forms through the website (Google Forms), and supply subscribers with opportunities to subscribe to receive SMS text messages or email news. These third party

providers offer disclosure for their services that we make an effort to display when we integrate them onto our website.

D) OTHER USES OF PERSONAL DATA

In addition to the uses described above, the Services may collect and use Users' Personal Data for the following purposes:

- To develop, maintain, improve and operate the Services;
- To personalize the User experience;
- To communicate with you to provide technical or administrative support;
- To conduct, manage and grow our organization;
- To conduct research on industry trends, engagement activities or to develop new resources;
- To prevent, investigate and provide notice of fraud, unlawful or criminal activity, unauthorized access to or use of Personal Data, the Sites or our data systems, and to meet legal, regulatory, judicial, and institutional policy obligations;
- To investigate and resolve disputes and security issues and to enforce our Terms of Use; and
- For any other lawful, legitimate business purpose.

HOW WE SHARE AND DISCLOSE PERSONAL DATA

We share Personal Data in the following ways:

- ***Service Providers.*** We share Personal Data with third-party service providers who perform services on our behalf, such as, website operators, data storage and analytics providers, and technology providers (including technology support providers, email communications providers and web operators and developers).
- ***Regulatory or Legal Requirements, Safety and Terms Enforcement.*** We may disclose Personal Data to governmental regulatory authorities as required by law, including in connection with monitoring, review and approval of our tax-exempt status, in response to their requests for such information or to assist in investigations. We may also disclose Personal Data to third parties in connection with claims, disputes or litigation, when otherwise required by law, or if we determine its disclosure is necessary to protect the health and safety of you or us, to protect against fraud or credit risk, or to enforce our legal rights or contractual commitments that you have made.

PRIVACY PREFERENCES

If you have opted into our email communications or SMS text message campaigns (or where permitted by law, if you have provided us or we have obtained your contact information for the purposes of marketing communications), you may choose to opt-out of receiving further commercial messages from us by following the unsubscribe instructions in the email you received. Please note that you may continue to receive certain transactional or administrative email communications from us.

REGION-SPECIFIC DISCLOSURES

Information collected through our Services is maintained in the United States. The countries to which we transfer Personal Data may not have the same data protection laws as the country in which you initially provided the information. By submitting Personal Data to Zion Lutheran Church, you agree that Zion Lutheran Church may maintain the information in the U.S. and share the Personal Data as described in this Privacy Notice.

THIRD-PARTY WEBSITES

Users may find links to third-party sites and content included in the Services. We do not control such links, sites or content and are not responsible for the practices employed by websites linked to or from the Services. In addition, these links, sites or content may be constantly changing, and may have their own privacy policies and customer service policies. Browsing and interaction on any other website, including websites which have a link to the Services, is subject to that website's own terms and policies.

Our Sites also include features like buttons and widgets hosted by other companies (for example, the Facebook "share" button). Some of these features collect Personal Data or other information such as your IP address and your actions on our website. This Privacy Notice does not apply to the practices of these third parties. We encourage you to review the privacy notices of those third parties to learn about their Personal Data and privacy practices.

CONSENT

By using the Zion Lutheran Church ("Zion Lutheran Church") website (located at www.mathewv18.sg-host.com) and any other website (including mobile-optimized websites) owned or controlled by Zion Lutheran Church and which link to this Cookie Notice (collectively, the "**Website**"), you consent to the use of cookies in accordance with this Cookie Notice.

COOKIES

Cookies are small amounts of data which your web browser stores on your device at the request of certain websites. Cookies are then sent back to the originating web domain on your subsequent visits to that domain. Most web pages contain elements from multiple web domains so when you visit the website, your browser may receive cookies from several sources.

Cookies are useful because they allow a website to recognize a user's device. Cookies allow you to navigate between pages efficiently, remember preferences and generally improve the user experience. They can also be used to tailor advertising to your interests through tracking your browsing across websites.

There are two primary types of cookies that are used, session cookies and persistent cookies. Session cookies are deleted automatically when you close your browser and persistent cookies remain on your device after the browser is closed (for example to remember your user

preferences when you return to the site). Each cookie typically falls into one of several categories.

TYPES OF COOKIES Zion Lutheran Church USES

EMBEDDED CONTENT FROM OTHER WEBSITES

Articles, forms and other web technology on this site may include embedded content (e.g. videos, images, articles, etc.). Embedded content from other websites behaves in the exact same way as if the visitor has visited the other website.

These websites may collect data about you, use cookies, embed additional third-party tracking, and monitor your interaction with that embedded content, including tracking your interaction with the embedded content if you have an account and are logged in to that website.

STRICTLY NECESSARY COOKIES

These cookies are essential in order to enable you to move around the Website and use its features. Without these cookies, Website pages you have asked for cannot be provided.

PERFORMANCE COOKIES

We make use of analytics cookies to analyze how our visitors use our Website and to monitor Website performance, including those by Google Analytics and the Facebook pixel. This allows us to provide a high quality experience by customizing our offering and quickly identifying and fixing any issues that arise. For example, we might use performance cookies to keep track of which pages are most popular, which method of linking between pages is most effective, and to determine why some pages are receiving error messages. We might also use these cookies to highlight site services that we think will be of interest to you based on your usage of the website. To learn more about the use of data collection technologies by Google for analytics and to exercise choice regarding those technologies, please visit the [Google Analytics Opt-Out](#) browser add-on page.

WEBSITE FUNCTIONALITY COOKIES

We make use of cookies to provide you with certain functionality. For example, to recognize the platform from which you access the site, and to allow authenticated access to certain sections of the site. These cookies are not used to track your browsing on other sites.

DISABLING COOKIES

If you do not agree to the use of cookies that are not strictly necessary, most browsers allow you to control cookie tracking, typically under the sections “Help” or “Internet Options”, or you can visit [AboutCookies.org](#) for more information. Please note that some of the Website services may not function properly if cookies are disabled. You may also opt out of third-party cookies where available by using the links provided in this Cookie Notice.

THIRD-PARTY WEBSITES

Please note that this Cookie Notice does not apply to, and we are not responsible for, the cookie practices of third-party websites that may be linked to this Website.

CHANGES TO THIS PRIVACY NOTICE

This Privacy Notice is subject to occasional revisions. We will notify you of changes by posting the new Privacy Notice on the Sites and updating the effective date of the Privacy Notice. We encourage Users to frequently check this page for any changes to stay informed about how we are helping to protect the Personal Data we collect. You acknowledge and agree that it is your responsibility to review this Privacy Notice periodically and become aware of modifications.

The updated Privacy Notice will be effective as of the “Effective Date” date listed at the top of the Privacy Notice.

CONTACTING US

If you have any questions about this Privacy Notice or your Personal Data, please contact us at:

Address

Zion Lutheran Church
2600 S Wadsworth Blvd, Denver, CO 80227

Email Address: info@faithlutheranfdl.org

Effective: February 24, 2022