



Privacy Policy

Effective Date: May 26, 2022

This Privacy Policy describes how LIFT, Inc. (“LIFT”, “we”, or “us”) collects, uses, and discloses your personal information in person and on the websites where this Privacy Policy appears or is referenced, including <https://www.whywelift.org/>.

By accessing this website or participating in an event or program from which this Privacy Policy is referenced, you confirm that you have read, understand, and acknowledge the disclosures in this Privacy Policy. This Privacy Policy is not a contract and does not grant you any legal or contract rights.

This Privacy Policy includes the following sections. You should read the entire Privacy Policy; however, you may use the links below to be directed to the information you are seeking.

1. [What personal information we collect](#)
2. [How we use personal information](#)
3. [Sources from which we collect personal information](#)
4. [Who we share personal information with](#)
5. [Your choices about your personal information](#)
6. [Your California privacy rights](#)
7. [We process and store information in the United States](#)
8. [Our website is not intended for children under 13](#)
9. [We use standard security measures](#)
10. [Links to third-party sites](#)
11. [Contact us](#)
12. [Updates to this Privacy Policy](#)

SECTION 1. What personal information we collect

We (and the service providers we use to perform services on our behalf) collect, receive, and develop several categories of personal information about you. The exact categories and pieces of personal information will vary depending on the nature of your interactions with us, but in general we might collect some or all of the following information from and about you:

- Contact Information – For example, we might collect your name, email address, phone number, and mailing address.

- **Device, Internet, and Network Activity Information** – For example, if you use our websites, we may collect information about the browser, device, and operating system you are using, device identifiers, IP address, and your time zone. We might collect information about the website you came from, or the site you visit when you leave us. We may collect page interaction information (such as what areas of our websites you visit and for how long, and what content you view and click on). We may also embed technologies (which may include tags and pixels) in the emails we or our vendors send to you, to help us understand how you interact with those messages, such as whether and when you opened a message or clicked on any links within the message.
- **Payment Information** – If you make a contribution, we or our payment processor will collect your credit card and other payment details.
- **Interests and Preferences** – For example, we collection information about when you purchase tickets to a fundraiser, whether you have signed up for our newsletter, and in certain instances, your language preference. If you are a parent in our program, we collect information about the workshops and events you register for.
- **Information you Provide** – When you submit, provide, or post a message, such as feedback on our website, we collect information that you provide. If you are a parent in our program, we collect information you give to us in the context of our providing services to you, such as job interests.
- **Member Inquiry Information** – If you submit a form to join LIFT programming, we will collect enrollment and eligibility information, such as whether you are employed, whether you are enrolled in educational classes or training/certification programs, whether you are the parent or caregiver of a child, whether you or someone in your household is pregnant, whether you have stable housing, what types of goals you want to achieve with a LIFT coach, how you found out about LIFT, and other information you may choose to share.
- **Professional Information** – If you apply for a job at LIFT, we will ask for information relevant to your application, such as your CV (resume), cover letter, salary expectations, credentials and qualifications, and your eligibility to work in the United States. While applying for a job with LIFT, you may voluntarily provide self-identifying information related to protected categories, such as gender, race/ethnicity, veteran status, and/or disability status. It is completely voluntary for you to provide self-identifying information, which is used for government reporting purposes.

SECTION 2. How we use personal information

We (and the service providers we hire to help us operate) may use the above-referenced types of personal information for the following purposes:

- To operate our organization and to pursue our mission of breaking the cycle of poverty. For example, we use personal information to provide and implement our programming, disburse funds and other support for mission-related causes, track and document our impact, and communicate with partners.
- To process donations.
- To respond to your requests or questions. We use information to contact you in response to your feedback or other matters related to our relationship with you (such as correspondence about this Privacy Policy or our Terms).
- To administer, analyze, and improve our websites, such as troubleshooting, data analysis, and testing.
- To improve, enhance, and update our programming and events.
- To customize your experience with us.
- To conduct research and analysis.
- For security and safety purposes. We may use personal information to protect our websites, as well as to detect and investigate activities that may be illegal or prohibited (such as cyber-attacks or fraudulent transactions).
- For vetting purposes. We may use certain information to conduct background checks and otherwise vet potential volunteers.
- For verification purposes. For example, we will use certain pieces of personal information to verify your identity if you make requests pursuant to this Privacy Policy. The verification steps and the pieces of personal information that we request may vary depending on the sensitivity and nature of your request.
- For marketing purposes. For example, we might use personal information of recent, former, and potential donors to send event invitations, reminders, and solicitations. To learn about your choices for our marketing communications, read the [Your Choices](#) section below.
- As otherwise required or permitted by law, or as we may notify you from time to time.

We may use information to create deidentified or aggregated data which does not identify you or any other individual, or from which your identity cannot reasonably be ascertained. We may use and disclose this anonymous or aggregated data as we choose.

SECTION 3. We collect personal information about you from various sources

We (and our service providers) collect personal information about you from various sources, directly and indirectly:

- Directly from you – For example, we collect information if you donate, apply to receive LIFT support, apply for a job, register for an event, contact us, sign up to receive our emails, or otherwise submit your information to us. If you follow us on social media or engage with our social media posts (such as sharing or liking our posts), we will also collect information about those interactions.
- Automatically from your devices – We use tracking tools like browser cookies and web beacons to automatically collect information about your usage when you interact with our websites, our online content, or our emails. To learn about your choices for these tracking tools, read the [Your Choices](#) section of this Privacy Policy.
- From service providers we hire to work on our behalf – For example, service providers that host or maintain our websites or send promotional emails for us may pass certain information back to us.
- From other sources – We might get information from other sources, such as volunteers, referrals, other not-for-profits, government agencies, community colleges, and operators of Head Start and Early Head Start Centers.

We combine information. We may combine information that we have collected offline with information we collect online. Or we may combine information we get from another party with information we already have. We may also aggregate your information with other people's information to understand preferences and trends over time.

SECTION 4. We share your personal information

We may share your personal information with the following categories of third parties:

- Service providers who perform services on our behalf – This may include vendors who send emails for us, help us manage and operate our websites, conduct analytics for us, investigate and prevent data incidents, provide physical and digital security services, audit our business and financial statements, and provide legal advice.
- With other organizations that share a similar mission – This may include the operators of Head Start and Early Head Start centers.
- For safety and security purposes – We will share information if we think we have to in order to comply with the law or to protect ourselves, our supporters, and others. We may share personal information to respond to a court order or subpoena, and we may share information if a government agency or investigatory body requests it. We might share your personal information in order to enforce our agreements and to protect our rights and/or the rights of

others. We might share your personal information when we are investigating potential fraud.

- With a successor to all or part of our organization. If LIFT is transferred to a third party (such as another organization with a similar or related mission to ours), we may include personal information as part of that transfer. We may also share your personal information if there is a change to our corporate structure.
- With marketing partners – We may share information with companies that help us with our marketing efforts. Personal information received by our marketing partners may also be subject to their privacy policies.
- For other reasons we may describe to you from time to time or as permitted or required by law.

SECTION 5. Your choices about your personal information

You can opt out of receiving our marketing emails by following the instructions in any promotional message you get from us. You may also send an unsubscribe request via email to our team at info@whywelift.org. Please include “Unsubscribe” in the subject line. Even if you opt out of getting marketing messages, we will still send you transactional messages, such as responses to your questions or registration confirmations.

You can control certain cookies and online tracking tools. How you may do so depends on the type of tool. With most web browsers, you can block cookies by activating a setting on your browser that allows you to refuse the setting of cookies. You can also delete cookies through your browser settings. If you use your browser settings to disable, reject, or block cookies (including essential cookies), certain parts of our websites will not function fully. Note that options you select and choices you make are browser-, website-, and device-specific, which means you should make your selections on each device and on each browser you use to access our websites. If you clear your cookies or your browser’s cache, you will need to set your preferences again.

Our Do Not Track policy: Some browsers have “do not track” features that allow you to tell a website not to track you. These features are not all uniform. We do not currently respond to those signals.

SECTION 6. Your California Privacy Rights

If you reside in California, you have the right to ask us one time each year if we have shared personal information with third parties for their direct marketing purposes. To make a request, please send us an email, or write to us at the address listed below. Indicate in your letter that you are a California resident making a “Shine the Light” inquiry.

SECTION 7. We process and store information in the United States

Our websites are intended only for users in the United States. Note that if you access our websites from outside of the United States, information we collect from you will be transferred to, processed in, and stored in the United States. By using our websites or submitting your personal information, you consent to such transfer, storing and processing.

SECTION 8. Our website is not intended for children

Our websites and our services are meant for adults. We do not knowingly collect personal information from children under 13. If you are a parent or legal guardian and think your child has given us information, you can contact us using the information provided below.

SECTION 9. We use standard security measures

The Internet is not 100% secure. We cannot promise that your use of our websites or services will be completely safe. Any transmission of your information to our websites is at your own risk. We encourage you to use caution when using the Internet. We keep personal information as long as it is necessary or relevant for the practices described in this Privacy Policy, including, for example, for legal compliance, dispute resolution, contract enforcement, backup, archival, and other internal operations purposes. We also keep information as otherwise required by law. Personal information may be accessed by persons within our organization, our service providers, and those other parties described in this Privacy Policy, including those who require such access to carry out the purposes described in this Privacy Policy, and such other purposes as permitted or required by applicable law.

SECTION 10. We may link to third-party sites we don't control

If you click on a link to a third-party site, you will be taken to a website or service that LIFT does not control. This Privacy Policy does not apply to the privacy practices of that website or service, which may collect information from you. Read the privacy policy of other websites and services carefully. We are not responsible for these third-party websites or services or their policies.

SECTION 11. Feel free to contact us

We appreciate your questions or comments about this Privacy Policy, the practices of this website, and your dealings with LIFT. Please send emails to info@whywelift.org, or you can send mail to 999 N Capitol Street NE, Suite 310, Washington, DC 20002. Please include "Privacy Inquiry" in your correspondence. You may call us at (202) 289-1151.

SECTION 12. We may update this Privacy Policy

From time to time we may change this Privacy Policy. We will notify you of any material changes to our Privacy Policy to the extent required by law. We will post an updated copy on our websites. Please check our websites periodically for updates. Your

continued use of our websites or our services means that you acknowledge the collection, use and disclosure of your personal information as set out in the updated Privacy Policy.