

# Care Can't Wait

## Privacy Policy

Care Can't Wait is a campaign of [Caring Across Generations](#) (“CAG”). This Privacy Policy describes how CAG collects, uses, and shares your information with respect to your use of the website CareCantWait.org (the “Website”). Before you use or submit any information in connection with the Website, carefully review this Privacy Policy. By using the Website, you consent to the collection, use, and disclosure of your information as outlined below. The terms “you” or “user” refer to all individuals and entities accessing the Website for any reason. The terms “us” or “we” refer to CAG.

### **Information We Collect**

#### Information You Provide To Us

We collect information about you when you provide that information to us. Examples of such information collection include, but not limited to when you sign up to receive email or text updates from CAG or when you contact us via the Website. The kinds of information we may collect include your first and last name, your mailing address, your phone number, your email address, and any other information you choose to provide to us in connection with your use of the Website. Sometimes you provide the information to a trusted third party vendor on our behalf instead of directly to us, but that vendor uses your information only for the purpose for which it was provided.

#### Information that Is Passively or Automatically Collected

When you visit the Website, we may automatically receive and record information from your computer or mobile device. This information allows us to understand how people are navigating and using our Website, and how we can improve your experience based on the information we collect. The types of information we may collect include your IP address, browser type, browser language, operating system, state or country from which you accessed the Website, software and hardware attributes, referring and exit pages and URLs, platform type, the number of clicks, files you download, pages viewed, the amount of time spent on particular pages, the date and time you used the Website, error logs and other similar information. From your IP address, we may be able to infer your general location (e.g., city and state or postal code).

We may use third-party analytics providers and technologies, such as web server logs, cookies and tracking pixels, to help us collect the data described above. We use the term “cookie” in the broad sense to include all similar techniques and technologies. A cookie is a small text file that is placed on your computer or device when you visit a website that stores certain information about your website usage. For example, cookies enable us to recognize your computer; store your preferences and settings; enhance your user experience by delivering content specific to your interests; perform searches and analytics; and assist with security administrative functions.

We use cookies that are created by us, and we may also allow some third party companies to serve cookies as well. Some cookies are necessary to provide you with the services made available through the Website and cannot be turned off. Other kinds of cookies allow you to take advantage of some of the enhanced features of the Website, such as memorizing your preferences. If you disable cookies, some functionality of the Website may be impaired. We may also use analytics cookies, which help us (or our third party analytics providers) to collect statistics about use of the Website. We use the information collected through analytics cookies to improve the features of our Website.

Temporary cookies will be stored on your computer or device only during a particular browsing session. In contrast, permanent cookies survive after your browser is closed and may remain for between 24 hours and three years.

You can change your settings to notify you when a cookie is being set or updated, or to block cookies altogether. Please consult the “Help” section of your browser for more information (e.g., [Internet Explorer](#); [Microsoft Edge](#); [Google Chrome](#); [Mozilla Firefox](#); or [Apple Safari](#)). Cookies do not, under any circumstances, read the data from your computer, and you can delete them at any time.

## **How We Use Your Information**

We may use the information we collect for the purposes for which you provided it, as well as:

- To provide you access to the Website by recognizing and authenticating you on the Website.
- To maintain and improve the Website, including:
  - To provide the features and services available through the Website;
  - To improve the content and features of the Website or to develop new services;
  - To administer and troubleshoot the Website.
- To contact you, including:
  - To contact you with information that we believe may be of interest to you;
  - To process and respond to your inquiries or to request your feedback.
- For internal research and reporting.
- To comply with laws and regulations for our legitimate interests or the legitimate interests of others.

**By providing your wireless number, you agree to receive periodic messages and calls from the Care Can't Wait Campaign, Caring Across Generations, and National Domestic Workers Alliance, as well as allied campaigns and organizations concerning news, action opportunities, and other updates, including by recorded and autodialed calls and text messages. Carrier data and message rates may apply. You may opt-out at any time by texting STOP to 97779.**

**By providing your email address, you agree to receive periodic emails from the Care Can't Wait Campaign, Caring Across Generations, and National Domestic Workers Alliance, as well as allied campaigns and organizations concerning news, action opportunities, and other updates. You may unsubscribe at any time.**

We may also aggregate or de-identify information we collect from you so that it is no longer linked to you or your computer or device. We may, in our sole discretion, use such aggregated and de-identified information for any purpose and may share such information with third parties.

## **When We Disclose Your Information**

We may disclose and/or share your information to or with third parties under the following circumstances:

- Consent. We may disclose your information to third parties with your consent.
- Service Providers. We may provide access to or share your information with select third parties that perform services on our behalf. These providers use the information for the purpose it was shared.
- With Third Party Providers of Services. We may share your information with third parties that provide services to CAG.
- With Like-Minded Organizations/Collaborators. We may share your information with organizations that are members of the Care Can't Wait Steering Committee and other like-minded organizations with whom we may collaborate.
- Protection of CAG and Others. CAG may access, preserve, and disclose your information if required to do so by law or in a good faith belief that such access, preservation, or disclosure is permitted by this Privacy Policy or reasonably necessary or appropriate for any of the following reasons:
  - to comply with legal process;
  - to enforce this Policy, including investigation of potential violations thereof;
  - to respond to your requests for customer service; and/or
  - to protect the rights, property, or personal safety of CAG, its agents and affiliates, its users, and the public. This includes exchanging information with other companies and organizations for fraud protection, and spam/malware prevention, and similar purposes.
- Aggregated Data. We may share aggregated and de-identified information.
- Organizational Transfers. As we continue to develop our organization, we may acquire, merge or partner with other organizations. In such transactions (including in contemplation of such transactions, e.g., due diligence) user information may be among the transferred assets. If any of CAG's assets are sold or transferred to a third party, information collected through the Website would likely be one of the transferred business assets.

## **How We Protect Your Information**

We have implemented administrative, technical, and physical security measures to protect against the loss, misuse, and/or alteration of your information. These safeguards vary based on the sensitivity of the information that we collect and store. However, we cannot and do not guarantee that these measures will prevent every unauthorized attempt to access, use, or disclose your information because, despite our efforts, no Internet and/or other electronic transmissions can be completely secure.

## **Legal Basis for Processing Personal Data**

The laws in some jurisdictions require that website operators tell you about the legal grounds they rely on to use or disclose your information. To the extent those laws apply, our legal grounds for processing your information are as follows:

- Where use of your information is necessary to perform our obligations to you;
- Where use of your information is necessary for our legitimate interests or the legitimate interests of others (for example, to provide security for our Website; to provide the services we provide through our Website; to defend our legal rights; to analyze the use of our Website; to improve our services);
- Where we have a reason to process the information in accordance with applicable law;
- Where we have your consent to engage in a particular type of processing activity.

## **Online Analytics**

We may use third-party web analytics services (such as those of Google Analytics) in connection with our Services to collect and analyze the information discussed above, and to engage in auditing, research or reporting. The information (including your IP address) collected by various analytics technologies described in the “Information that Is Passively or Automatically Collected” section will be disclosed to or collected directly by these service providers, who use the information to evaluate your use of the Website, including by noting the third party website from which you arrive, analyzing usage trends, assisting with fraud prevention, and providing certain features to you. Information about how Google uses information collected from sites that use its services is located [here](#). To prevent Google Analytics from using your information for analytics, you may install the Google Analytics Opt-out Browser Add-on by clicking [here](#). If you receive an email from us, we may use certain analytics tools, such as clear GIFs, to capture data such as when you open our message or click on any links or banners our email contains. This data allows us to assess the effectiveness of our communications and marketing campaigns to help us grow.

## **Your Rights and Your Choices**

Individuals in the European Economic Area and other jurisdictions have certain legal rights with respect to their information. They can request that we (i) provide access to and/or a copy of certain information that CAG holds about them, (ii) update information that is incorrect, (iii) delete certain information that we hold about them, (iv) restrict the way we process and disclose certain information, and (v) revoke consent for the processing of their information. To exercise these rights, please email us at [info@caringacross.org](mailto:info@caringacross.org) with the nature of your request. We will consider all requests and will provide a response within the time period set by applicable law.

## **Transfer**

Our computer systems are based in the United States, and your information will be processed in the United States, which may not offer the same level of protection as the privacy laws of your jurisdiction.

### **Children's Privacy**

The Website is not intended for children under the age of 16. If we become aware that we have collected information from children under the age of 16, we will take reasonable steps to delete it as soon as practicable.

### **Third-Party Links and Websites**

The Website contains links to third party websites. Please be aware that we are not responsible for the content or privacy practices of such other sites. The collection, use and disclosure of your information will be subject to the privacy policies of those third party websites, not this Privacy Policy. Therefore, we encourage our users to be aware when they leave our Website and to read the privacy policies of every site they visit that collects their information.

### **Your California Privacy Rights**

California law permits visitors who are California residents to request certain information once per year regarding our disclosure of "personal information" (as that term is defined under applicable California law) to third parties for such third parties' direct marketing purposes.

### **Notice Concerning Do-Not-Track Signals**

Do Not Track ("DNT") is a privacy preference that users can set in certain web browsers. We do not recognize or respond to browser-initiated DNT signals, as the Internet industry is currently still working toward defining exactly what DNT means, what it means to comply with DNT, and a common approach to responding to DNT. You can learn more about Do Not Track [here](#).

### **Being Removed from Our Lists**

If you wish to stop receiving marketing emails, please email [info@caringacross.org](mailto:info@caringacross.org) or click the unsubscribe link in the footer of an email from us. When you unsubscribe from marketing communications we will retain some basic data, including your email and phone number (if provided), so we know not to contact you. If you want your data completely erased, please indicate so by e-mailing [info@caringacross.org](mailto:info@caringacross.org). Erasing your data may result in unsolicited communications in the future because you will no longer be in our system.

### **Revisions to Privacy Policy**

We will continue to review this Privacy Policy as we update and expand the Website and our services, and we may make changes to the Policy accordingly. The date at the bottom of this page indicates the last time changes were made. You should check this page periodically for updates. If we make material changes to this Policy, we will provide you with notice as required

by law. Your continued use of the Website will signify acceptance of the terms of the updated Privacy Policy.

### **Contact Us**

If you have any questions about this Privacy Policy, you can contact us by emailing us at [info@caringacross.org](mailto:info@caringacross.org). Our staff is here to read and respond to any questions, requests, or inquiries in a timely manner.

Last Updated: April 9, 2021