

## **50 North Privacy Policy**

50 North places a high priority on protecting your privacy. This privacy policy was created in order to demonstrate 50 North's firm commitment to the privacy of our donors and website users. This policy explains what types of information is collected by the 50 North website, hancockseniors.org, and how this information is used.

Individuals that sign up to receive 50 North e-communications voluntarily provide us with contact information (such as name and e-mail address) that we may use for specific, limited purposes. You may always "opt out," either now or at any time in the future, if you do not wish to receive our messages.

50 North uses your IP address for statistical metrics used to track website visitor traffic.

50 North uses "cookie" messages to automatically help provide better services. They remind us who you are and your preferences for our website based on what you've done and told us before. The "cookie" is placed in your computer and is read when you come back to our website. Cookies let us take you to the information and features you're particularly interested in. They also let us track your usage of 50 North so we know which parts of our sites are most popular. You can reject cookies or cancel them by instructing your Web browser accordingly.

50 North may use your personal information to provide you with personalized service; to communicate via e-mail with you; to answer your requests; to process your donation; etc. You may choose to opt out at any time, which will cease all communications from us. We may also use your information to track visits to our website. This lets us see which of our features are the most popular so we can better serve our users' needs.

50 North does not provide, sell, or rent email addresses to anyone outside the organization.

We may amend this privacy policy from time to time; please review it periodically. We maintain the option to modify this privacy at any time by electronic notice posted on our website. Your continued use of our website after the date that such notices are posted will be deemed to be your agreement to the changed terms.

**Original Adoption Date: September 23, 2015**

**Adopted by Board Date: September 23, 2015**