

## Privacy Policy

**Effective Date: September 11, 2025**

**Last Updated: September 11, 2025**



The United Arc (“we,” “our,” or “us”) values your privacy. This Privacy Policy explains how we collect, use, and protect your information when you visit [www.theunitedarc.org](http://www.theunitedarc.org) (the “Site”) and use our related services (the “Services”).

By using our Site, you consent to the practices described in this Privacy Policy.

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### 1. Information We Collect

We collect information in the following ways:

- Directly from you: When you sign up for newsletters, register, or make a donation, we may collect your name, email, address, phone number, and payment details (processed securely by Zeffy).
- Automatically: Through cookies and similar technologies, we may collect your IP address, device type, browser, pages visited, and interaction data. This information helps us improve the Site and understand visitor behavior.
- From third parties: If you engage with us through social media or linked platforms, those services may share information with us according to their own policies.

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### 2. Cookies and Tracking

We and our hosting provider, Wix, use cookies and analytics tools to improve Site performance and personalize user experience. You can disable cookies in your browser, but some Site features may not function properly.

See Wix’s cookie policy: <https://www.wix.com/about/privacy>.

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### 3. How We Use Your Information

We use information to:

- Provide and improve our Services.
- Process donations and communicate with donors.

- Send newsletters, updates, and fundraising appeals.
  - Respond to inquiries and requests.
  - Monitor Site usage and trends.
  - Comply with legal obligations.
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#### **4. Donor Privacy**

We deeply value the trust of our donors. To support donations, we use Zeffy, which securely processes all payment information.

- Donor names, addresses, and contact details are collected only for donation processing, acknowledgments, and communications.
  - Payment card details are handled solely by Zeffy in compliance with PCI DSS security standards. The United Arc does not store full credit card numbers.
  - Donor information will not be sold, traded, or shared with other organizations.
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#### **5. How We Share Information**

We may share information only as follows:

- With trusted vendors and service providers (e.g., Wix for hosting, Zeffy for donations, mailing firms for communications).
- To comply with legal obligations (court orders, subpoenas, law enforcement requests).
- As part of organizational changes (e.g., merger, asset transfer).
- To protect rights, safety, or security of The United Arc or others.

We do not sell or rent your personal information.

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#### **6. Security**

We implement reasonable safeguards, including encryption, access controls, and monitoring, to protect your information. Despite these measures, no system is 100% secure, and we cannot guarantee absolute security.

Donation transactions are protected using industry-standard encryption and Zeffy's secure processing environment.

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## **7. Access, Control, and Choices**

You may:

- Request corrections or deletion of your personal information by contacting [info@theunitedarc.org](mailto:info@theunitedarc.org).
  - Opt out of receiving newsletters or fundraising emails using unsubscribe links.
  - Adjust browser settings to manage cookies.
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## **8. Third-Party Links**

Our Site may contain links to third-party websites. We are not responsible for the privacy practices of those websites.

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## **9. Children's Privacy**

Our Site is not directed to children under 13, and we do not knowingly collect information from them.

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## **10. Changes to This Policy**

We may update this Privacy Policy from time to time. Updates will be posted with a revised effective date. Significant changes will be communicated through the Site or email (if you are subscribed).

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## **11. Contact Us**

For questions, requests, or complaints regarding this Privacy Policy, contact:

**The United Arc**  
**294 Avenue A**  
**Turners Falls, MA 01376**

**Phone: (413) 774-5558**

**Email: [info@theunitedarc.org](mailto:info@theunitedarc.org)**