

## INTERNET PRIVACY POLICY

Bottomless Closet respects the privacy of each individual who contacts us. We are grateful for your support and the crucial roles you play in helping us continue our valuable work. As part of our commitment to safeguarding your privacy we have adopted the online privacy policy outlined below, which is applicable to Bottomless Closet web site ("Site").

**Collection of Information:** We collect two kinds of information, general usage data, which is not individually identifiable, and individually identifiable information.

**General usage data:** Our Web server automatically recognizes and collects the domain name of each visitor to the Site. We collect information about visitors to the Site, such as the number of visitors, what pages they access, and the length of their visit. We also may collect certain non-personally identifiable information when you visit the Site or fill out forms such as the type of browser you are using (e.g., Internet Explorer, Firefox), the type of operating system you are using, (e.g., Windows Vista, Mac OS) and the domain name of your Internet service provider (e.g., AT&T, Comcast). This information is used in aggregate form in order to manage our web sites and improve its content.

**Individually identifiable information:** We collect individually identifiable information about you when you choose to share information about yourself, for example, when you make a donation, request information or sign up to be a volunteer. This information may include, but is not limited to, your postal or e-mail address, your telephone number.

**Use of Information:** Individually identifiable information is used to provide you with on-going communications about Bottomless Closet or to contact you if you have requested to be a volunteer. If you provide your postal address, telephone number or e-mail address to Bottomless Closet online, you may receive periodic contacts from us.

If you would like to change the way we contact you, please call the office at 212.563.2499 x 10 and we will be happy to remove you from any mailing list (email or snail mail).

**Cookies:** We use a technology called a "cookie" to recognize you when you return to the Sites. Cookies are small bits of electronic information that a web Sites can transfer to a user's hard drive to help tailor the user experience to the users' preferences. The use of cookies is standard on the Internet and many web sites use them. If you wish, you may direct your browser to reject cookies. **However, please be aware that if you block cookies, some Sites functionality may be lost.**

**Sharing Information with Others:** Bottomless Closet may share your personally identifiable information with third parties strictly for the purpose of assisting us by providing services on our behalf, including, but not limited to, credit card processing, database management, e-mail distribution, and Web Site management. [Such parties may only use your personally identifiable information for the specific purpose for which they are provided the information.] Finally, we may disclose your personally identifiable information to third parties in order to comply with law, law enforcement agencies, to protect our rights in or the safety of the Sites, or to protect the safety or rights of other users of the Sites.

**Email Communications:** We regularly send out an email newsletter and direct email communications to Bottomless Closet constituents to highlight news, information and opportunities available. You can elect not to receive communications from us, by contacting us at 212.563.2499 x10. All Bottomless Closet e-newsletters and direct email communications have easy-to-follow unsubscribe instructions at the bottom of each e-mail piece.

**Links to Other Sites:** Our Site provides links to other web sites where you can find out more about our sponsors. Please note that Bottomless Closet is not responsible for the information practices of linked Sites. We encourage you to review the privacy policy of each Site you visit.

**Security:** In order to prevent unauthorized access and protect our users' personal information, we strive to maintain physical, electronic and administrative safeguards to secure the information we collect online. For example, online contributions are processed using a secure server. This secure server software, SSL (Secure Sockets Layer), encrypts all information you input before it is sent to us. Furthermore, all of the customer transactional data we collect is protected against unauthorized access with the use of digital certificates. Notwithstanding our efforts to protect your information, no security system is completely impenetrable, so we cannot guarantee the absolute security of our databases, nor can we guarantee that information you supply to us will not be intercepted while in transit to us over the Internet.

**Privacy Policy Changes:** If we decide to change our privacy policy, we will post those changes here and the last date on which the privacy policy was updated will be listed below. We encourage you to review our policy from time to time.

**Questions or Concerns:** Whenever you have any questions or concerns, please contact us through any medium you prefer. Your complete satisfaction in dealing with Bottomless Closet is important to us. If you have questions about Bottomless Closet's privacy practices described above, please send an e-mail message to [info@bottomlessclosetnyc.org](mailto:info@bottomlessclosetnyc.org).

Bottomless Closet follows the online Privacy Guidelines and the Guidelines on Ethical Business Practice of The Direct Marketing Association (DMA). For more information on these guidelines, visit the DMA at <http://the-dma.org>.

**External Links:** Bottomless Closet may provide links on the sites to other web sites that are not under the control of Bottomless Closet. These links are provided for convenience of reference only and are not intended as an endorsement by Bottomless Closet of the organization or individual operating the web site or a warranty of any type regarding the web site or the information on the web site.

## **COLLECTION AND USE OF PERSONAL DATA PRIVACY STATEMENT**

Bottomless Closet's commitment to privacy: Bottomless Closet respects the privacy of every individual who contacts us. We are grateful for your support and committed to protecting your privacy. This notice supplements our Online Privacy Statement and describes our practices for safeguarding personal information provided by individuals who contact us offline.

How we collect your information: Bottomless Closet may collect information from individuals who contact us via mail, phone or events. A Bottomless Closet representative will generally ask of you the following information: name, address, phone number and email address. They may also ask you whether you would like to receive information about Bottomless Closet including information about volunteering and monetary contributions. All information you provide is voluntary.

For memorial contributions or contributions honoring an individual, we ask that you provide contact information of the person to whom you would like a personalized gift card sent. The information we collect is used to send the gift card and for no other purposes.

**Data Use:** We limit the use of the information you provide to us to the following:

1. If you provide Contact Information, we enter your name into our constituent database and contact you in order to:
  1. Supply you with information including Bottomless Closet programs and events.
  2. Request volunteer time or monetary contributions.
  3. Seek completion of volunteer surveys seeking feedback for quality and service improvement purposes.

We occasionally hire other companies to provide limited services on our behalf. We only provide those companies the information they need to deliver the service and we prohibit them from using that information for any other purpose.

We will also share personal information when we believe release is appropriate to comply with the law, enforce our rights, or protect the safety of our constituents or others.

If you did not provide your address in your initial contact with Bottomless Closet or you indicated that you did not want to receive information from Bottomless Closet and have recently changed your mind, call Bottomless Closet at 212.563.2499 X10.

**Your rights:** We recognize that you may wish to limit the ways in which we contact you so we provide the following options for restricting internal and external sharing of your Contact Information:

1. Do not contact me by telephone.
2. Do not contact me by postal mail.
3. Do not contact me by email.

If you are not currently receiving information from Bottomless Closet and would like to, please register online or call our offices to join our mailing list 212.563.2499 x10.

**Data Security:** To prevent unauthorized access, maintain data accuracy, and ensure the correct use of information, we strive to maintain physical, electronic, and administrative safeguards. Your data is stored in password-controlled servers where our staff is located. Our staff is educated about the importance of safeguarding your information.

**Contact us:** Upon request, we will provide you with the Contact Information that we maintain about you. Further, we will respond to requests for updates or changes to your personal information. Contact us at:

Bottomless Closet  
15 Penn Plaza, b level, suite 40

New York, NY 10001

212.563.2499

To protect your privacy and security, we will take reasonable steps to verify your identity before providing information or making corrections.

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