

Lexington Habitat for Humanity, Inc (LHFH) respects your privacy and preferences. This privacy policy (the “Privacy Policy”) sets forth the terms under which you share your personal data with LHFH and what information LHFH processes, how LHFH collects and uses your data, and your rights with respect to understanding and modifying how it will be collected and used.

I. How does this Privacy Policy apply to you?

This Privacy Policy applies to the personal data provided to LHFH when you make a donation, register for an event, sign up for a newsletter, apply for our programs or employment, visit our Website, or otherwise provide us with information via the LHFH Website located at www.lexhabitat.org or any other domain names owned or controlled by LHFH (the “Website”). It also applies to personally identifiable data (“Personal Information”) you may provide to LHFH via telephone, email, regular mail, social media, texting, mobile applications, at a special event, in response to a solicitation, or face-to-face.

LHFH will not knowingly solicit, collect, or otherwise process any Personal Information from children under the age of 16 without parental consent.

II. What kind of information do we collect?

We collect Personal Information that you provide to us, Automated Information that may contain Personal Information when you use our Website, and Personal Information from public sources or from third parties who have obtained such Personal Information in compliance with applicable laws and have the legal authority to provide such Personal Information to us. LHFH will only collect Personal Information about you that is relevant to the type of transaction or project you have engaged in with us.

Contact information: We may receive and retain Personal Information about you when you contact LHFH to make a donation; apply for a program or position; sign up for any of LHFH’s activities or online content; or when you telephone, email, or write to us, or engage with us via social media channels. Data such as your name, email or postal address, telephone or mobile number are necessary both to execute these transactions as well as to enable us to contact you for further engagement.

Credit card and billing information: When you make a donation or purchase, in addition to your contact information, LHFH may ask for your billing address and credit card or other financial services information. LHFH uses a third-party banking agent to process your payments and LHFH never retains your complete credit card number. LHFH and our banking agent will not share your credit card/bank information with any other third party.

Sensitive Personal Information: We do not collect your “Sensitive Personal Information” (e.g., racial or ethnic origin, religious beliefs, sexual orientation, citizenship status) unless there is a clear reason for doing so and then only to the extent that we have your permission to collect such data and it is required to ensure that we provide appropriate facilities or support to enable you to participate in the event or to have access to LHFH’s services or programs. All Personal Information of a child will be treated as Sensitive Personal Information and collected and retained only with explicit consent of a parent or legal guardian.

Should you support LHFH in a substantial way, we may tailor the information you receive from us to suit your interests. If this is the case, we may collect demographic data where relevant to your relationship with LHFH. If

you give us permission and provide us with Sensitive Personal Information, this may also be recorded so we can communicate with you in a considerate and appropriate manner.

Where Sensitive Personal Information is digitally stored, it is on a password-protected system to which only a limited number of relevant staff have access. It is never shared with third parties without your permission and is available to you at any point should you wish to see it.

It is optional for you to engage in any program or activity; however, if you choose to do so, we may require that you provide certain Personal Information. Depending upon the activity, some of the information we ask you to provide is required and some is voluntary. If you do not provide required information for a particular program or activity, you may not be permitted to engage in that program or activity.

Automated Information: We also collect information, some of which may be Personal Information, through automated means when you visit our Website (“Automated Information”).

Most web browsers automatically accept cookies. If you do not wish to have cookies on your system, you can set your browser to refuse them. Please review the specific instructions from your browser in order to do this. Please note that not accepting cookies may make certain features of our Website unavailable or difficult to view or use.

The LHFH Website may contain hyperlinks to websites owned and operated by other organizations. These third-party websites have their own privacy policies, including policies on the use of cookies, which would apply to the use of Personal Information you submit, or which is collected by cookies while visiting those websites. LHFH cannot accept responsibility for the privacy practices of such third-party websites.

Information we obtain from third parties: We may obtain Personal Information from third parties for marketing and business purposes. If we obtain Personal Information from third parties for any of these purposes, we will require that any third parties from whom we may obtain such Personal Information represent to us that they have acquired the Personal Information in compliance with all applicable laws and have the right to provide us such Personal Information for our marketing purposes.

We may collect Personal Information from publicly available sources.

III. How will LHFH use your personal data?

LHFH will use your Personal Information for the following purposes:

a. For administrative reasons

LHFH will use internal records to document your relationship history with us and may contact you for reasons related to acknowledging and administering any donations you have made, the completion of transactions or correspondence you have entered into with us, or the program, activity, or online content you have signed up for. If you have withdrawn your consent to receiving marketing information, we will keep an internal record so that we may implement those instructions. LHFH will use IP addresses to identify and block disruptive use.

b. For marketing and fundraising

We may use certain Personal Information (name, address, telephone number or e-mail information, etc.) to contact you for the purpose of raising money for LHFH, but any such communication will provide you with the opportunity to opt-out of receiving such future communications. If you re-engage with LHFH without indicating your intent to opt-out, we will re-subscribe your email to ensure that you do not miss LHFH updates. You are free to opt-out of fundraising solicitations and your decision will have no impact on your ability to receive services from LHFH or to volunteer with us.

If you did not opt-out from receiving fundraising communications, we may also evaluate your Personal Information to create a record of your interests and preferences. This allows us to ensure communications are relevant and timely, to contact you in the most appropriate and relevant way and in general to provide you with an improved user experience. It also helps us to understand the background of our supporters so that we can make appropriate requests for support, enabling us to raise funds and partner with families sooner and more cost-effectively.

If you did not opt-out from receiving fundraising communications, LHFH may also share data from its supporters with select third-party sponsors and service providers based on our assessment that the products or services may be of interest to these supporters or that the sponsor or provider can help LHFH identify what services or appeals may be of interest to our supporters. We may also provide our supporters with information about services from third parties. If you do not wish for your data to be used in this way, you may follow the instructions for modifying your consent.

c. For analysis

To analyze and improve the activities and content offered by the LHFH Website to provide you with the most user-friendly navigation experience. We may also use and disclose Personal Information in aggregate (so that no individuals are identified) for marketing and strategic development purposes.

IV. How we share your information inside and outside the Habitat network

LHFH may share your personal data with organizations with which LHFH partners, as well as other companies whose products and services may be of interest to you. In these cases, we may also provide you with information about services from third parties, unless you inform us that you do not want to receive this information.

Sharing of information within the Habitat network: We may share your Personal Information with a Habitat National Organization where you have expressed interest to update you about its own programs and campaigns or with local Habitat Affiliates. Before we will share your Personal Information, LHFH requires that the Habitat National Organization or local Habitat Affiliates receiving the data (the “Receiving Organization”) maintain security controls that will assure that your data is securely stored and accessible only by appropriately trained personnel. Unless you inform us that you do not consent, Receiving Organizations may in the future contact you about their own programs and activities.

Likewise, when you provide Personal Information to a National Organization in connection with your participation in a Global Village build or other international volunteer event that LHFH sponsors or with a local Habitat Affiliate, your personal data may be shared between (i) the Receiving Organization and any other Habitat National Organization that hosts the volunteer build (the “Hosting Organization”) or the local Habitat Affiliate, and (ii) the Receiving Organization and Habitat for Humanity. Unless you inform LHFH or the Receiving Organization that you do not consent to marketing by the Hosting Organization or the local Habitat Affiliate, the Hosting Organization or the local Habitat Affiliate may also contact you about its own programs and activities in the future.

LHFH’s service providers and business partners: We may need to share your information with service providers, data brokers, payment processors, and/or government agencies who help deliver our mission, services, objectives, and fundraising activities.

Social media sites: We may also use your email address and phone number to match to your social media account(s) in order to show you LHFH content while you use those services. Updating your preferences with LHFH will not guarantee that you will never see LHFH content on social media, since the social media site may select you based on other criteria.

Where legally required: We will also comply with legal requests where disclosure is required or permitted by law (for example to government bodies for tax purposes or law enforcement agencies for the prevention and detection of crime, subject to such bodies providing us with a relevant request in writing).

V. How long will LHFH keep your Personal Information?

We will hold your Personal Information on our contact lists only for as long as you continue to provide your consent or for as long as necessary to comply with our legal and regulatory obligations—such as, for example, to provide documentation on funding sources in connection with a review or audit of our compliance with U.S.C. Sec. 501(c)(3).

If you request that we stop sending you marketing materials, we will keep a record of your contact details and appropriate information to enable us to comply with your request not to be contacted by us.

We may keep data you provide to us indefinitely to carry out legacy administration and communicate effectively with the families of people leaving us legacies. This also enables us to identify and analyze the source of legacy income we receive.

VI. To exercise your privacy rights or to change the way we communicate with you:

If you would like to correct, delete, receive, appeal, or request that we do not share your Personal Information, you may:

- Call us at 1-859-252-2224
- Email us at info@lexhabitat.org or;
- Write to us at Lexington Habitat for Humanity, 700 E Loudon Avenue, Lexington, KY 40505

You can opt out of marketing emails at any time by clicking the unsubscribe link in any marketing email from LHFH.

For your protection, we will use reasonable efforts to verify your identity when you are exercising your right to have personal data corrected or deleted or to receive a copy of your personal data before implementing your request. If you are submitting a request on behalf of someone else, we may ask for additional verification, such as written documentation or other proof of authority. We will try to comply with your request as soon as reasonably practicable, consistent with applicable law.

In responding to requests not to receive marketing information, we will take all reasonable steps to promptly remove you from all LHFH marketing lists. If you have already been selected for inclusion in a LHFH marketing campaign, we may be unable to remove you from that particular campaign.

VII. How LHFH keeps your data safe

We ensure that there are appropriate technical and physical controls in place to protect your personal details and keep them secure.

We restrict access to sensitive information through role-based access, promptly revoking access at employee separation.

We vet all vendors and service providers who handle our data and require them to have adequate security protocols.

VIII. Changes to LHFH's Privacy Policy

This Privacy Policy was last updated as of the date written above. It may be updated from time to time, so you may wish to check it each time you submit Personal Information to LHFH. If you do not agree to these changes in this update, please review the instructions in Section VI to update your preferences and discontinue use of the Website. If material changes are made to the Privacy Policy, we will notify you by placing a prominent notice on the Website.