



KIND Website / Newsletter Privacy Policy

Last Updated: February 1, 2021

Privacy Policy

KIND, Inc. (“KIND” or “we” or “us”) is a U.S. based 501(c)(3) non-profit organization established at 1201 L St. NW, Floor 2, Washington, DC 20005 and reachable at info@supportkind.org or (+1) 202-824-8680. We are committed to respecting individual privacy and securing the personal information we collect. The purpose of this Privacy Policy is to inform you what personal information we collect from you, how we use your information, with whom we share it, and the choices that you have regarding our use of your personal information. This Privacy Policy applies to information we collect about you through our website, newsletter, petitions, event registration, and donation form. By accessing our website, directly signing up for our newsletter, online petitions, events, or donating to KIND, you are consenting to the practices described in this Privacy Policy.

Collecting Information About You

Categories and Types of Personal Information We Collect

Providing personal information to us is your choice. When you take a certain action on our website like, signing up for our newsletter, signing our petitions, registering for an event, or donating to KIND, we collect certain personal information based on the action you took. Below is a list of the types of information we collect:

- Contact Information: your first and last name, postal address, email address, phone number, title, organization affiliation;
- Donor data information, giving history to KIND, list of individual gifts including amount, date, specified fund, and any notes corresponding to specific gifts (e.g. if gift was in honor of someone, if donor included a comment when they made their gift, if gift was made via individual’s donor advised fund). *KIND does not store any financial information of our donors.*
- Geolocation data.

Pro Bono Attorneys and Volunteers

Attorneys and volunteers who take a pro bono case from KIND will be added to our case management database, Legal Server. Below is the information collected about you for this purpose:

- Contact information: your first and last name, work address, work email address, work phone numbers, title, and organization affiliation;
- Language(s) spoken; and
- Pro bono case(s) that you are assigned to and relevant case information.

Purpose of Collecting Your Data

The personal information we collect are for the purpose of communicating with you about KIND’s work in the U.S and globally. The main goal of our e-mail communication is to share program updates about



the direct work our staff is doing on the ground to help protect unaccompanied immigrant and refugee children. Here is a list of the types of e-mail communications we send:

- Newsletters about our program work
- Invitations to events, locally and globally
- Informing you about fundraising opportunities
- Policy action alerts to ensure the protection of children

When we collect and use your personal information, we rely on various legal bases set out in the applicable legislation (e.g. Regulation (EU) 2016/679 (“GDPR”) in the EU). These include your consent which you may withdraw at any time by contacting us as indicated below. Withdrawing your consent will not affect the lawfulness of processing based on consent before its withdrawal.

We also process your personal data when necessary for the pursue of our legitimate interests (i.e. protection of unaccompanied immigrant and refugee children), compliance with legal obligations or where needed for the negotiation, execution or performance of a contract with you.

Cookies and Other Tracking Technologies

Aside from the personal information that you disclose to us for a specific purpose. KIND also collects information about your browsing behavior when you visit our website, using cookies and other tracking technologies. Cookies are data text files that a website transfers to a visitor’s computer for record-keeping purposes. Cookies allow us to facilitate and customize your visit by saving your preferences while tracking information about your visit to our website.

KIND uses Google Analytics on our website to collect usage data, to analyze how users use our website and interact with our information. Typical analytics we examine are bounce rate, click through rate, resource library downloads, and audience location. For more information about how to optout of having your information used visit [Google Analytics](#).

In addition, KIND uses a service provider to place cookies on our website users’ browsers so that those user’s devices (computers, mobile phones, tablets) can be recognized when a user accesses other websites. That provides us with an opportunity to remind the user about KIND, its work, and the support we need to continue that work, by serving content (images, videos, etc.) on the other website, including solicitations for donations to KIND.

Who Within KIND Has Access to Your Personal Information?

Within KIND, we limit access to your personal information to those KIND staff members who have a need to view or use it. For example, KIND will use your personal information to communicate with you on KIND matters, and therefore the information may be accessed by a KIND staff member from the Communication or Development teams. If you would like to contact members of either of those teams, please reach out to them by email, as follows:

- Email marketing, please contact: comms@supportkind.org
- Donor information and direct mail, please contact: development@supportkind.org



With Whom Does KIND Share Your Personal Information? Service Providers. KIND shares certain personal information with our service providers so that they may assist us in fulfilling KIND’s objectives. For example, KIND may share your contact information with our service provider Salsa Engage, which we use for all of our e-mail marketing, as well as for emailed newsletters, donor e-mail updates and appeals, online petitions and advocacy efforts, and event invitations. We use Classy and Blackbaud to collect and store all donor data and personal information. *KIND, Inc. does not store any financial information of our donors—not on our own network nor on third party networks or servers including Blackbaud.*

We use Legal Server for all our case management database collection. Legal Server is used solely for the collection of information of our pro bono attorneys and clients.

If you would like more information on the privacy policies of these third-party service providers, please click below:

[Salsa Privacy Policy](#) | [Classy Privacy Policy](#) | [Blackbaud Privacy Policy](#) | [Legal Server](#)

Acquirers or Assignees. In the event of a reorganization, merger, sale, joint venture, assignment, transfer or other disposition of all or any portion of KIND or its assets, we may transfer the personal information we collect to the proposed or actual acquiring party or assignee.

Entities Entitled Under Law. We may disclose personal information as we believe to be appropriate in the following circumstances: (i) when required by applicable law, including laws outside your country of residence; (ii) to comply with legal process (iii) to respond to requests from public and government authorities; (iv) to enforce the terms and conditions for use of our website and this Policy; (v) to protect and defend our rights and property; (vi) to protect the interests of KIND or others; and (vii) to permit us to pursue available remedies or limit the damages that we may sustain. We have no obligation to notify you of such disclosures, except as required by applicable law.

KIND does not share personal information with any third parties for such parties’ own marketing purposes.

Social Media

If you upload content to a social network, your account is public, and you tag KIND **@supportkind**, your submission will be subject to that website’s terms of use and privacy policy. You are also giving permission for KIND to share this information on our social media networks.

How Long Does KIND Store Your Data?

We will keep your data as long as you are a subscriber and are opted-in. If you choose to opt-out of our newsletter or direct mail marketing your contact information will be deleted from our system and you will have no further contact with KIND.

Security

KIND takes the protection and privacy of your data very seriously. Through our third party service vendor, Blackbaud, their security, privacy, and risk-management teams work to ensure the safety of



your data by adhering to industry standard practices, conducting ongoing risk assessments, aggressively testing the security of our products, and continually assessing our infrastructure. More information can be found [here](#).

Opting Out of E-mail Marketing and Direct Mail

Users who provide an email address and/or donate via KIND's website and opt-in to receive email communication from KIND may receive our e-newsletter and other email updates about our work. We occasionally also communicate via direct mail. Each email sent by KIND includes an option to remove your contact information from the mailing list and you may also opt-out by sending an email to comms@supportkind.org. If you would like to opt-out of receiving direct mail from KIND please email development@supportkind.org.

Notification of changes

We will revise or update this Policy if our practices change, or as we develop better ways to keep you informed about them. Changes to the Policy will apply from the date they are posted on our site and shall not apply retroactively. Your use of our website after the Policy is updated constitutes acceptance of the updated Policy terms, so please review the Policy periodically to be sure you are informed of its terms.

Data Transfer from the European Economic Area to the U.S.

By directly signing up for our newsletter, online petitions, or events, or by donating online, you are consenting that your personal data being transferred to the U.S. for purposes of communicating with KIND. You may withdraw your consent at any time by contacting us as indicated below. Withdrawing your consent will not affect the lawfulness of processing based on consent before its withdrawal.

Rights granted by the EU GDPR

If you are located within the European Economic Area, you may have the rights to:

- Request access to your personal information.
- Request correction of your personal information (should your personal information be inaccurate, incomplete, or obsolete).
- Request deletion of your personal information.
- Withdraw your consent to processing (where we processed personal information on the basis of your consent). Please note that withdrawing your consent applies only to future processing activities.
- Object to the processing of your personal information.
- Request restrictions on the processing of your personal information.
- Request the transfer of your personal information to you or a third party in a portable format.



To contact us and/or to exercise any of the above rights, or if you have any questions or concerns about our privacy practices or this Policy, please contact us at comms@supportkind.org or development@supportkind.org.

If you feel that we have failed to comply with your request or have not addressed a complaint that you have, you may also have the right to complaint to the competent data protection or other regulatory authority in your jurisdiction.