

This Privacy Policy (“Policy”) describes the Personal Information that Ministry Brands Holdings, LLC and our family of companies (“Ministry Brands”, “we”, “us”, or “our”) may collect and otherwise process through our websites, including, but not limited to, [ministrybrands.com](https://ministrybrands.com), other Ministry Brands affiliated websites, and affiliates whose websites and mobile applications link to this Policy (collectively, the “Sites”). For an overview of the Ministry Brands family of companies and the Sites governed by this Policy, please click [here](#). This Policy is designed to help you understand how we collect, use, and safeguard the information we obtain through the Sites and to assist you in making informed decisions when using our Sites.

Please note that certain of our Sites, such as our background screening service Sites, may include additional privacy disclosures relevant to the Personal Information that we collect through those Sites. These disclosures will be provided when you interact with the relevant sections of those Sites.

## **Quick Links**

[Personal Information We Collect](#)

[How We Use Personal Information](#)

[How We Disclose Personal Information](#)

[Your Choices](#)

[Security and Retention](#)

[Children’s Privacy](#)

[California Residents](#)

[Information for Users Outside the United States](#)

[Changes to This Policy](#)

[Contact Us](#)

## **Personal Information We Collect**

“Personal Information” is information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer or household.

## Information Collected From You

We may obtain Personal Information that you provide directly to us when you interact with the Sites (e.g., when you submit an inquiry or make a donation through the Sites). For example, when you submit an online contact form, you may provide your first and last name, email address, postal address, and telephone number. In addition, we may collect the following types of Personal Information on certain Sites:

- Communications, which may include information you provide to us in email, chat services, or through online forms, as well as information you provide when you use our messaging services.
- Payment information, such as details about the payment method (e.g., credit or debit card number), date and amount of transaction, and recipient. Our payment processors collect your payment card information and other information necessary to process the donation.
- Affiliations, such as information about the organizations you represent, donate to, or interact with, as well as how you interact with those organizations. This information may be combined with information we collect from our Clients.
- Generated content and interactions, which may include profiles, posts and comments, liking or viewing other users' content, and direct messages to other users.
- Photographs, videos, and audio recordings, such as audio or video recordings tied to certain content that you may upload, as well as information supporting the functionality of video and audio features such as video effects that allow you to overlay effects over objects or people displayed within the camera frame.
- Location data. You may tag your location in connection with certain content that you create via the Sites.

Note that information typed into an online form may be collected, even if the form is not submitted and/or payment is not processed.

## Information Collected Automatically

We and our service providers may use certain online tools, such as cookies, web beacons, and other tracking technologies, to automatically collect information when you interact with the Sites. Our [Cookie Notice](#) addresses the information that may be collected automatically from visitors to our Sites.

## **Information Obtained Through Our Clients Use of Our Services**

We may also collect Personal Information about you from organizations that use our Sites to provide their services, such as churches that livestream their services, charitable organizations that solicit donations, and ministries that manage congregant contact details (our “Clients”). Our Clients may provide authorized individuals access to our Sites and services, including Client employees, congregants, members, and other consumers. In this context, we may process your Personal Information at the direction of, and on behalf of, our Clients in our role as a service provider to those Clients. When you interact directly with Ministry Brands’ platforms provided by our Clients, Personal Information is provided to both Ministry Brands and our Clients. Separately, Clients also may input Personal Information about you that was not provided directly through the Sites, including contact information, group membership, and attendance details.

This Policy does not cover the use of your Personal Information by our Clients. We do not control and are not responsible for the privacy practices of our Clients related to the Personal Information collected through our Sites. This Policy applies to the Personal Information collected by Ministry Brands. Individuals who interact with our Sites through our Clients, should refer to that Client’s privacy policy for information on how your Personal Information is collected, used and protected. Any inquiries related to your information and how it is processed, as well as Personal Information access, deletion, and modification requests should be directed to that Client.

## **Information Obtained Through Interactive Features and Third Party Integrations**

We may engage vendors to provide certain interactive features on our Sites. Your use of these interactive features is voluntary, and we may retain the information that you submit through the features. For example, we may offer an interactive chat feature on our Sites to answer questions and for other customer service purposes. When you participate in the interactive chat, either with a virtual or live agent, the contents of the chat may be captured and kept as a transcript. By using these features, you understand that our vendors may process the information obtained through the feature to provide the service on our behalf.

You may disclose your own Personal Information on message boards, chats, profile pages, and other social networking features and services to which you are able to post information and materials. Please note that any information you post or disclose through these services may be available to visitors to the Sites and the general public, depending on the particular service and any privacy settings in place (such as through your profile).

We may offer third party integrations on our Sites. If you choose to connect a third party account to our system, you should refer to that party’s privacy policy for information on how your

Personal Information is collected, used and protected. One such integration is YouTube API Services, which may collect, store, use, process and share Personal Information as described in this Policy. The YouTube API Services also may serve content and store, access and collect Personal Information from your devices as described in this Policy and our [Cookie Notice](#). For more information about the YouTube API Services, please refer to the [Google Privacy Policy](#)

Please note that Ministry Brands is not responsible for the content or privacy practices of non-Ministry Brands websites to which the Sites may link.

## **How We Use Personal Information**

We use the Personal Information we collect through the Sites to facilitate your user experiences, as well as to secure and improve the Sites.

- Provide access to, secure, and improve the Sites, which may include facilitating and personalizing your user experience; monitoring and analyzing trends, usage, and activities of Site visitors and users; delivering promotional content; improving the Sites; providing technical support; and preventing, identifying, and stopping suspected or actual fraudulent or illegal activity, or any activity that violates our policies.
- Provide services to our Clients, such as managing Client access to our Sites, fulfilling requests related to Client-held information, and otherwise providing requested services or products.
- Payment services, which may include processing online payment transactions, providing information about past payments, and generating receipts.
- Communications, such as using contact details to provide information about our products and services and our Clients, business partners, and affiliates' services, inviting you to participate in our events or surveys, or otherwise communicating with you. As permitted by applicable law, we may use your Personal Information to advertise and market our products and services to you.
- Fraud detection services, which may include using your Personal Information to detect and prevent fraud against us and our Clients, including to detect unauthorized log-ins.
- Compliance. We may use Personal Information to comply with applicable laws, regulations, or legal processes, industry standards, and Ministry Brands policies.

## **How We Disclose Personal Information**

We may disclose Personal Information we obtain through the Sites to our subsidiaries, affiliates,

and business partners, subject to applicable law and in accordance with contractual restrictions, as appropriate.

- Affiliates, such as disclosing information to third parties to inform you of special discounts or offers, provide products and services to you, or notify you about updates to products or services you have purchased or participated in.
- Clients, which may include Client representatives, and third parties authorized by our Clients, in accordance with the Client's privacy policies and practices.
- Service providers or contractors, such as service providers to help us provide, analyze, and improve the Sites and to communicate, market, and advertise regarding the Sites. We authorize such service providers to use or disclose the Personal Information that we make available to them to perform services on our behalf and to comply with applicable legal requirements.
- Compliance with law, which may include disclosing your information to a third party if we believe that disclosure is reasonably necessary to comply with any applicable law, regulation, legal process or government request (including to meet national security or law enforcement requirements) or to enforce our agreements and policies.
- Safety and security, such as disclosing your information to a third party to protect the security or integrity of the Sites or our services and products; to protect ourselves, our Clients, or the public from harm or illegal activities; or to respond to an emergency which we believe in good faith requires us to disclose data to assist in preventing a death or serious bodily injury.
- Corporate transactions, we may share Personal Information with third parties in connection with a business transaction, such as a reorganization, merger, sale, joint venture, assignment, transfer, change of control, or other disposition of all or any portion of our business assets, including negotiations of the transaction.

## **Your Choices**

If you have a registered account with one of our Sites, you can login to that account to edit your profile information. Please note that account updates to one Site may not update your accounts on other Sites.

You may opt out of receiving email marketing communications from us by clicking the unsubscribe link included in our emails or contacting us [here](#). Please note that we may still send you transactional and administrative emails even if you opt out of marketing communications.

Based on where you live, you may have additional rights regarding the Personal Information we

maintain about you. California residents can learn more about their rights and choices under California law in our California Privacy Notice [here](#).

## **Security and Retention**

We maintain organizational, technical, and administrative measures designed to protect Personal Information against unauthorized or illegal access, destruction, use, loss, modification, or disclosure. We make reasonable efforts to provide a level of security appropriate to the risk associated with the processing of Personal Information, however, no data transmission or storage system is guaranteed to be 100% secure in all circumstances.

We retain Personal Information as long as necessary to fulfill the purpose for which it was collected, subject to applicable law. We retain Personal Information to support fraud monitoring, detection, and prevention activities; comply with our tax, accounting, and financial reporting obligations; and comply with our legal and regulatory obligations. Our obligations may continue after we stop providing our services directly to you.

## **Children's Privacy**

The Sites are not directed at children under the age of 16 and we do not knowingly collect information from children under the age of 16 through the Sites. If we become aware that we have received Personal Information from a person under the age of 16, we will delete it in accordance with applicable law.

## **California Residents**

For additional information about your rights as a California resident or to exercise your California privacy rights, please visit our California Consumer Privacy Notice [here](#).

## **Information for Users Outside the United States**

If you are visiting the Sites from outside the United States, please be aware that information we obtain about you will be processed in the United States or in other jurisdictions. By using the Sites, you acknowledge your Personal Information may be transferred to and processed in jurisdictions outside your own as described in this Privacy Policy. Please be aware that the data protection laws and regulations that apply to your Personal Information transferred to the United States or other countries may be different from the laws in your country of residence.

## **Changes to This Policy**

This Policy is subject to change at our discretion, which will be indicated by updates to the “Last Updated” date at the beginning of the Policy. Your continued use of the Sites after any update to this Policy will constitute your acceptance of the changes.

## **Contact Us**

If you have any questions or complaints about this Privacy Policy, please contact us [here](#).

You may also contact us by email at [privacy@ministrybrands.com](mailto:privacy@ministrybrands.com) or by writing to Ministry Brands Privacy Officer at:

Ministry Brands

Attn: Legal Department

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Lenoir City, TN 37772