



## **WEBSITE & SOCIAL MEDIA PRIVACY POLICY**

This website is the property of **Girls on the Run of Northern Virginia** (“Girls on the Run”), an Independent Council of Girls on the Run International, Inc. of Charlotte, NC.

Please direct any comments or questions to our office at:

Girls on the Run of NOVA  
10560 Main Street  
Suite 514  
Fairfax, VA 22030

We can be reached by telephone at: 703-273-3153 or by email at [info@gotrnova.org](mailto:info@gotrnova.org).

### **GIRLS ON THE RUN PRIVACY PLEDGE**

At Girls on the Run we are keenly aware of the trust you place in us, and our responsibility to protect the privacy of the girls and families we serve, as well as our many volunteers, sponsors, and donors. As part of this responsibility, we let you know what information we collect on our website, how we collect it, and how we use this information to improve and sustain our program.

By accessing this website, you agree to the terms set forth in this Privacy Policy. This Privacy Policy may be modified at any time. Any modifications to this Privacy Policy will be posted on this page. Accordingly, you should visit this page periodically to review our current privacy practices. By continuing to access or use the website after a modification, you agree to be bound by such modifications to this Privacy Policy.

### **INFORMATION WE COLLECT**

For each visitor to our website, our web server does not recognize information regarding the email address -- just location and web browser used.

We collect information about our program participants and their families via our online program registration website. During program registration we collect names, postal and email addresses, demographic information about families and participants, emergency contact information, participants’ health histories, and other information you voluntarily submit to us.

We collect personal information of visitors who submit their information via our online forms (e.g., Volunteer Coach Application and New Site Application) as part of our

volunteer placement and new site processes. We also collect your personal information when you generously choose to donate to Girls on the Run via our Donate page.

### **INFORMATION THIRD-PARTIES COLLECT ON OUR BEHALF**

We use third-party service providers to perform certain services, including to manage our registrations, operate our online shop in order to make Girls on the Run merchandise available to you, and to collect donations you generously make to Girls on the Run. The third-party service providers may collect your bank or credit card information if you submit a payment, but that information is not passed on to Girls on the Run. The third parties conform to information security industry standards for online sales.

We also use a third-party service provider to collect information needed to conduct background checks on our volunteers (e.g., date of birth and social security number). This third-party service provider conforms to information security industry standards for safekeeping personal information.

### **COMMUNICATIONS**

**Email:** We maintain an internal email list of all persons who have requested information, enrolled in our programs, volunteered, or made an online payment or donation. We may use this list to send occasional updates and announcements about our program or emails of a marketing nature, such as annual giving campaigns. If you do not wish to receive email, you may opt out at any time. Email requests may be sent to [info@gotrnova.org](mailto:info@gotrnova.org). Requests are processed within 10 business days. Please note that transactional emails may still be sent to you on an as-needed basis.

**Postal Mail:** Persons who submit their postal address with the goal of receiving further information, enrolling in our program, volunteering, or donating may periodically receive postal mail from us. If you do not wish to receive mail, please let us know by sending a request to [info@gotrnova.org](mailto:info@gotrnova.org). Please include your exact name and address so we can be sure your name is removed from our postal mailing list.

**Phone:** Persons who supply us with their telephone numbers may receive telephone contact from us responding to a request for more information about our program, volunteering, or a transaction (e.g., coaching opportunities, program registration, payment of program fees, requests, documentation for financial assistance). We do not make unsolicited marketing calls.

### **HOW WE SHARE INFORMATION**

**With Other Companies and Organizations:** The personally identifying information we maintain at Girls on the Run is for internal use only, and will not be sold, rented, or exchanged with any third party except when (1) you have consented to share the information; (2) we need to share information in order to provide a product or service requested by you; or (3) we need to share the information with others who work on our behalf to provide a requested product or service to you. These third parties do not have

the right to use the personally identifying information that we provide to them beyond what is necessary to assist us.

**With Our Volunteer Coaches and Girls on the Run International:** Personally identifying information of enrolled participants and volunteers is shared with Girls on the Run International for record keeping and quality assurance purposes. Personally identifying information of enrolled participants is shared with our volunteer coaches in the form of team rosters that include the participant's name, emergency contact information, health history and other information directly related to participation in the program.

**As Aggregate Data:** We may aggregate data and share it with third parties, including other councils, sponsors, donors, and community representatives, or with Girls on the Run International, after personally identifiable information has been removed.

**As Required By Law:** At times Girls on the Run may be required by law or litigation to disclose personally identifying information. If we are required to do so by law, or we believe, in good faith, that such a disclosure is necessary to comply with the law, defend our rights or property, or to respond to an emergency situation, we may disclose any information in our possession.

## **HOW WE PROTECT INFORMATION**

Girls on the Run takes precautions to safeguard your personal information against loss, theft and misuse as well as unauthorized access, disclosure, alteration and destruction. We have physical, electronic and managerial procedures in place, as well as document retention policies that safeguard and secure the information we collect from you.

## **COOKIES**

We may use "cookies" to monitor how people use our website. A cookie is not software and therefore cannot alter your computer or computer files or software in any way. It is simply a piece of information that is stored on your computer's hard drive which records how you have used the Girls on the Run website. If you do not want us to use cookies in your browser, you can alter your browser settings to reject cookies, or to alert you when a website tries to put a cookie on your computer.

## **ACCESS TO YOUR INFORMATION**

If you would like to know what personal information Girls on the Run has collected about you or your daughter, we will be happy to share this information with you. This includes transaction information (e.g., dates on which you made payments, amounts and types of payments, financial assistance, background check reports), communications from our staff (e.g., program-related emails, newsletters), and contact information (e.g., name, address, phone number). You may email [info@gotrnova.org](mailto:info@gotrnova.org) with a request to review this information, have the information deleted, or request that there be no further collection or use of your information or your child's information. Your request must contain your child's name, your name, your relationship to the child, your signature, and the date of your request.

## **ADDITIONAL PRIVACY PROTECTIONS FOR CHILDREN**

While certain Girls on the Run services advertised on this website may be designed for children, the website itself is not designed for or targeted to children under the age of 13, and Girls on the Run will never knowingly collect the information of a child under the age of 13 through the website unless such information is submitted by that child's parent or guardian in connection with such Girls on the Run services. Any information submitted to Girls on the Run about a child under the age of 13 by anyone other than that child's parent or guardian will be deleted. Any information that Girls on the Run reasonably believes originated from a child under the age of 13 will be deleted.

## **SOCIAL MEDIA**

Below is the official social media policy for Girls on the Run of Northern Virginia. This policy will likely evolve as new social media resources as technologies emerge.

In this document, "social media" refers to blogs, microblogs, podcasts, wikis, social networks, virtual worlds, and all emerging and as-yet-undiscovered social technologies. You can follow GOTR NOVA in social spaces such as Facebook, Twitter, YouTube, Flickr and Instagram.

Girls on the Run reserves the right and permission to use, reuse, publish and republish, reproduce, modify and display content that GOTR will make, has made, has had made or has otherwise obtained, in any and all print, electronic, digital and social media now or hereafter known, for distribution, advertisement, publication, promotion, and merchandising.

### **GOTR NOVA Social Media Use Policy**

GOTR NOVA engages constituents through many digital outlets as listed above. Communicating with GOTR NOVA through social media further enables constituents to connect with GOTR NOVA in a direct and meaningful way.

GOTR NOVA enthusiastically supports and explores the use of social media tools and emerging technologies, and we encourage GOTR participants, parents, friends, volunteers and employees to do the same.

Please be aware that when engaging with GOTR NOVA over social media, you are agreeing to the following:

#### *Commenting or Posting on a GOTR NOVA Social Media Site*

GOTR NOVA shares information, images and video with the public through external social media websites. Comments made by the public to these sites are reviewed and, while comments will not be edited by GOTR staff, a comment may be deleted if it violates the comment policy described here:

- Comments should be related to the posted topic for the specific social media page or post. GOTR NOVA social media accounts are not meant for comments that do not directly relate to the purpose or topic of the social media website. For general comments or communications, please email [info@gotrnova.org](mailto:info@gotrnova.org).
- You are subject to the Terms of Service (TOS) of the host site. Information (photos, videos, etc.) you share with or post to official GOTR NOVA pages is also subject to the TOS of the host site and may be used by the owners of the host site for their own purposes. For more information, consult the host website's TOS.
- GOTR NOVA social media accounts are not open to comments, promotion or advertisement of a business or commercial transaction.
- The use of obscene, threatening or harassing language is prohibited.
- Do not publish any confidential or proprietary information on any GOTR NOVA social site.
- To ensure the safety of the girls, do not publish the last names of the GOTR participants in any photo or video on any GOTR NOVA social site, or other web sites that advertise or promote GOTR's program.
- Personal attacks of any kind or offensive comments that target or disparage any ethnic, racial, age, or religious group, gender, sexual orientation or disability status are prohibited.
- Protect your identity. While you should be honest about yourself, do not provide personal information that identity thieves could use. Do not list your home address or telephone number, post anonymously, or use pseudonyms.
- Comments advocating illegal activity or posting of material that violates copyrights or trademarks of others are prohibited.
- This comment policy is subject to amendment or modification at any time.

### **IF YOU HAVE PRIVACY CONCERNS**

If you feel that this site is not following its stated Website & Social Media Privacy Policy, you may contact us at the above addresses or phone number, or state and local chapters of the Better Business Bureau, state and local consumer protection office, or the Federal Trade Commission.

*Updated: March 27, 2015*

