

Smoky Mountain Children's Home

Privacy Statement and Conditions of Use

Smoky Mountain Children's Home Privacy Statement

Smoky Mountain Children's Home is committed to respecting your privacy and security. We have structured our web site so that, in general, you can visit us on the Web without identifying yourself or revealing any personal information. Once you choose to provide us personally identifiable information (any information by which you can be identified), you can be assured that it will only be used to support your sponsor relationship with Smoky Mountain Children's Home.

Awareness

Smoky Mountain Children's Home provides this On-line Privacy Statement to make you aware of our privacy policy and security practices, and to inform you about the way your information is collected and used. To make this notice easy to find, we make it available on our homepage.

What We Collect

On some Smoky Mountain Children's Home web pages you can become a sponsor, make donations, and request materials. The types of personal information collected on these pages are name, contact and billing information, transaction and credit card information. In order to tailor our subsequent communications to you and continuously improve our services, we may also ask you to provide us with information regarding your personal or professional interests, demographics, experiences as a sponsor, and contact preferences.

How We Use It

Smoky Mountain Children's Home uses your information to understand your needs and provide you with better service. Specifically, we use your information to help you complete a transaction, communicate back to you, update you on your sponsored child and special events, and to personalize our web site for you. Credit card numbers are used only for payment processing and are not retained for other purposes. From time to time, we may also use your information to contact you for market research or provide you with information we think would be of particular interest. At a minimum, we will always give you the opportunity to decline such direct marketing or market research contact. We will also follow local requirements, such as allowing you to opt in before receiving unsolicited contact, where applicable. Data collected online may also be combined with information you provide when you register online as a Smoky Mountain Children's Home sponsor.

Who We Share It With

Smoky Mountain Children's Home will not sell, rent, or lease your personally identifiable information to others. Unless we have your permission or are required by law, we will only share the personal data you provide online with Smoky Mountain Children's Home entities and/or business partners who are acting on our behalf to complete the activities described above. Such Smoky Mountain Children's Home entities and/or business partners are governed by our privacy policies with respect to the use of this data.

Choice

Smoky Mountain Children's Home will not use or share the personally identifiable information, which you provide to us online, in ways unrelated to the ones described above without first letting you know and offering you a choice. As previously stated, you may let us know if you do not wish to receive unsolicited direct marketing materials from us, and we will do everything we can to honor such requests.

Accuracy and Access

Smoky Mountain Children's Home strives to keep your personally identifiable information accurate. We make every effort to provide you with access to your sponsor registration data so that we may update or correct your information. To protect your privacy and security, we will take reasonable steps to verify your identity before granting you access to any personally identifiable information.

Security

Smoky Mountain Children's Home is committed to ensuring the security of your information. To prevent unauthorized access, maintain data accuracy, and ensure the appropriate use of information, we have put in place appropriate physical, electronic, and managerial procedures to safeguard and secure the information we collect online. We use Internet encryption software when collecting or transferring sensitive data such as credit card information.

Conditions of Use

Smoky Mountain Children's Home provides the services described on its web site to you subject to the following conditions. If you visit, you accept these conditions. Please read them carefully. In addition, when you use any current or future Smoky Mountain Children's Home web site service or visit any entity referenced by Smoky Mountain Children's Home, in its web site, you also will be subject to the guidelines and conditions applicable to any such entity.

Privacy and Security Statement

Information collected on the Smoky Mountain Children's Home web site is subject to Smoky Mountain Children's Home Online Privacy Statement.

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Site Policies, Modification, and Severability

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