



Impact Clay

IMPACT CLAY PRIVACY POLICY

Impact Clay, Inc.

151 College Drive, Orange Park, FL 32065

Phone: 904-330-1848

Email: info@impactclay.org

Website: www.impactclay.org

1. INTRODUCTION

Impact Clay ("we," "us," "our," or "Organization") is a 501(c)(3) nonprofit organization committed to serving Clay County, Florida residents through community programs, resources, and support services. This Privacy Policy explains how we collect, use, disclose, and otherwise handle personal information through our website (www.impactclay.org), programs, and services, including our text messaging (SMS) communications.

Important Notice: This Privacy Policy should be reviewed by qualified legal counsel before publication. If you have questions about this policy, contact info@impactclay.org.

2. INFORMATION WE COLLECT

2.1 Information You Provide Directly

Web Forms and Program Intake:

When you use our website or complete program intake forms, we may collect: name, email address, phone number, mailing address and demographic information, program eligibility information, service preferences and accessibility needs, and any information you voluntarily include in message fields.

Text Message (SMS) Opt-In:

When you opt in to receive text messages, we collect: mobile phone number, timestamp of opt-in, source page or form used, IP address, and checkbox confirmation status.

Donations and Fundraising:

If you donate through our website or GiveButter platform, we collect: donation amount and frequency, payment information (processed securely by third-party payment processors), name and contact information, and donor preferences and communication preferences.

2.2 Information Collected Automatically

Website Activity:

When you visit our website, we may automatically collect: browser type and version, operating system, referring URL and pages visited, time and date of access, IP address, and device information.

Cookies and Tracking:

We may use cookies or similar tracking technologies to remember your preferences and improve your experience. You can control cookie settings in your browser.

2.3 Information from Third Parties

We may receive information about you from: third-party service partners (GiveButter, SMS platforms, email providers), referral sources and partner organizations, and government agencies or community partners (as permitted by law).

3. HOW WE USE YOUR INFORMATION

We use the information we collect for:

Program Services: Administering community programs and services, responding to inquiries, determining program eligibility, tracking outcomes, and compliance with grant requirements.

Communications: Sending program alerts and resource updates, sending donation receipts and fundraising messages, responding to questions, providing event notifications, and organizational updates.

Website and Service Improvement: Analyzing website usage, identifying technical issues, personalizing content, and conducting surveys.

Donor and Fundraising Management: Processing donations, sending thank-yous, reporting on impact, and stewardship communications.

Legal Compliance: Complying with laws, fulfilling grant requirements, responding to lawful requests, and protecting against fraud.

4. TEXT MESSAGING (SMS) PRACTICES

4.1 Two-Channel SMS Program

Impact Clay operates two separate SMS channels. Consent to one channel does NOT automatically enroll you in the other.

Channel 1: Program Alerts (Impact Clay Direct)

Content: Community program updates, resource alerts, event announcements, and organizational news

Opt-In Method: Online web form with explicit checkbox

Frequency: Up to 5 messages per month

Keywords: To opt out reply STOP, CANCEL, END, QUIT, or UNSUBSCRIBE. For help reply HELP or INFO.

Support: Reply to any message or contact info@impactclay.org

Channel 2: Fundraising (GiveButter Donation Platform)

Content: Donation appeals, receipts, thank-yous, and peer-to-peer fundraising updates

Opt-In Method: Text campaign-specific keyword to GiveButter number

Frequency: Up to 4 messages per month

Keywords: To opt out reply STOP, CANCEL, END, QUIT, or UNSUBSCRIBE. For help reply HELP or INFO.

Support: Reply to any message or contact info@impactclay.org

4.2 Consent Requirements

Affirmative Opt-In: You must actively consent to receive SMS messages. We do not send marketing texts without your prior agreement.

Not Required for Services: Consenting to SMS is optional and is NOT a condition of receiving Impact Clay services or programs.

Campaign-Specific (Channel 2): Each fundraising campaign in GiveButter requires separate consent.

Confirmation Message: Upon opt-in, you will receive a confirmation text message.

4.3 Message Rates and Data

Rates: Message and data rates may apply. Standard carrier rates apply to all SMS communications. Contact your wireless provider for details on your plan and applicable charges.

Data: Wireless carriers may collect data about SMS delivery and usage. Impact Clay is not responsible for carrier delays or message failures.

5. DATA STORAGE AND SECURITY

5.1 Where We Store Your Data

Program Alerts (Channel 1):

Primary storage: Nextiva. Records include: Phone number, timestamp, source, opt-in confirmation.

Access: Restricted to authorized Impact Clay staff.

Fundraising (Channel 2):

Primary storage: GiveButter platform (givebutter.com). Secondary storage: [If applicable]. Records include: Phone number, campaign keyword, timestamp, donation history. Access: GiveButter and authorized Impact Clay staff.

Website and Forms:

Hosting: Wix. Backup: Microsoft. Access: Restricted to authorized Impact Clay staff.

5.2 Data Security Measures

We implement reasonable administrative, technical, and physical safeguards to protect your information, including: encrypted data transmission (SSL/TLS), access controls and password protection, regular security assessments, staff training on data privacy and security, and secure disposal of physical records.

Important Limitation: No method of transmission over the internet is 100% secure. While we take reasonable precautions, we cannot guarantee absolute security of your information.

5.3 Data Retention

SMS Opt-In Records: Active subscribers retained while subscribed. Opt-out/STOP requests retained indefinitely to honor opt-out preferences.

Program and Service Records: Retained for duration of service relationship plus 5 years for compliance and impact reporting. Deleted or securely destroyed upon request (subject to legal retention requirements).

Donation Records: Retained per nonprofit accounting and tax requirements (typically 7 years) for donor stewardship and impact reporting.

Website Activity Logs: Retained for 3 months for security and performance analysis. Automatically purged after retention period.

6. SHARING AND DISCLOSURE OF INFORMATION

We do NOT sell, trade, or rent your personal information to third parties for marketing purposes.

6.1 When We Share Information

Service Providers: We may share information with third-party vendors who assist with our operations (SMS platforms, email providers, GiveButter, website hosting, payment processors, CRM systems). These vendors are required to maintain confidentiality.

Program Partners and Referrals: With your consent, we may share information with partner organizations to facilitate referrals and coordinated services.

Grant and Funding Requirements: We may share aggregate or anonymized data with grant-makers to demonstrate program impact.

Legal Compliance: We may disclose information when required by law, court order, or to protect our rights, privacy, safety, or property.

7. YOUR PRIVACY RIGHTS AND CHOICES

7.1 Access and Correction

You have the right to: request access to your personal information, request correction of inaccurate information, and request deletion (subject to legal retention requirements).

To exercise these rights, contact:

Email: info@impactclay.org

Mail: Impact Clay, 151 College Drive, Ste. 1, Orange Park, FL 32065

Phone: 904-330-1848

We will respond to requests within 30 days.

7.2 Unsubscribe from Communications

Text Messages (SMS): Reply STOP to any message to opt out immediately. You will receive a confirmation. We will honor opt-out within 24 hours.

Email Communications: Click "Unsubscribe" at bottom of email or email info@impactclay.org.

Phone/Mail: Call 904-330-1848 or send written request to Impact Clay, 151 College Drive, Ste. 1, Orange Park, FL 32065.

8. CONTACT US

If you have questions, concerns, or requests related to this Privacy Policy, please contact:

Impact Clay

Attention: Privacy Inquiry

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