

Your privacy is very important to us. As a user of our unique family of websites ( [www.VirginiaNavigator.org](http://www.VirginiaNavigator.org), [www.SeniorNavigator.org](http://www.SeniorNavigator.org), [www.disAbilityNavigator.org](http://www.disAbilityNavigator.org), [www.VeteransNavigator.org](http://www.VeteransNavigator.org)) (collectively and individually referred to herein as the “SeniorNavigator® Website” or the “Website”), you will have access to comprehensive information and accurate, in-depth details about local services and providers. We want you to feel as comfortable as possible visiting the Website and using the services offered therein. This Privacy Statement tells you what information we collect, how we protect it, and what choices you have about how that information is used. We urge you to read the following Privacy Statement so that you will understand both our commitment to you and your privacy, and how you can participate in that commitment.

## **Personal Information We Collect**

- SeniorNavigator® is a 501c3 not-for-profit charity. We accept online donations for the purposes of serving residents of Virginia. We value, appreciate, and rely on generous contributions from individuals, foundations, corporations and others to carry out our work. When you make a donation online (or via mail, fax or phone) we do collect donor information (i.e. name, address, gift amount, phone number, email address, date of transaction) that allows us to process and record your gift. When you make a gift online your transaction is handled by PayPal through the PayPal website. The PayPal website uses industry-leading technology (such as SSL) to safeguard any information you submit through the PayPal website. You can access PayPal’s Privacy Policy via: <https://www.paypal.com/us/webapps/mpp/ua/privacy-full>.
- You do not have to register as a member of SeniorNavigator® in order to use the Website. If you do not register with SeniorNavigator®, you will not be able to use all of the features of the Website. For example, you must register to become a member in order to use the Ask-an-Expert feature on the Website, as well as tools related to our Solution Centers.
- If you choose to register to become a member of SeniorNavigator or the Website, we will collect the following information from you, which will be stored in your file (which we call your "Profile") on our Website. (Donor information is not considered to be a part of the member profile, nor is your donor information

stored in your profile.) The following indicates each item that is required as part of registration:

- Email address (required)
  - Password (required)
  - Security Question (required)
  - Security Answer (required)
  - First Name (required)
  - Gender (required)
  - Year of Birth (required)
  - ZIP code (required)
- You are responsible for taking all reasonable steps to ensure that no unauthorized person shall have access to your member name or Profile. It is your sole responsibility to (1) control the dissemination and use of your email address; (2) to authorize, monitor and control access to your password; and (3) to promptly notify us of any need to deactivate your password. By becoming a member of SeniorNavigator®, you grant us and all other persons or entities involved in the operation of the Website the right to receive, transmit, monitor, retrieve, store and use your Personal Information, including information which may be privileged and/or confidential under applicable state and federal laws, in connection with the operation of our Website and our maintenance of your Profile.
  - The Website allows visitors the ability to share select personal information with third-party service providers in the form of what we call a “self-referral”. The information will be used by the provider in a manner designated by the consumer (e.g., send an e-packet, contact the consumer, etc.) This personalized self-referral service is offered free of charge. The following list includes each item of personal information that a consumer may provide to SeniorNavigator and third parties via the self-referral, with required fields indicated:
    - Email Address (required)
    - Your Name (required)
    - Phone Number (optional)
  - If you chose to communicate with us through our "Provide Feedback" form ("Feedback Form") found by clicking on the "Provide Feedback" link, Info link or via Ask an Expert, we will collect your name and email address, together with any comments or feedback you may have. Identifying information collected through our Feedback Form is used only to facilitate our ability to respond to

you by return email, and is not otherwise used.

- We do not use "persistent cookies" anywhere on our site. "Cookies" are small computer files that can be transferred to your computer's hard drive. We do analyze our Website logs and user statistics to improve the value of our site. Our logs and user statistics are not personally identifiable, however, and we make no attempt to link these logs and user statistics with individuals that view the Website. We use these logs for sales and marketing tracking as well as system performance monitoring. These logs are reviewed for the overall, aggregate trends they reveal about our customers, not for the behaviors of individual users. While SeniorNavigator® does not send cookies, some third party websites to which the Website provides links may send cookies. You should review the Privacy Policy and Terms of Use of any third party website you visit for information regarding that website's cookies. You can set your browser to disable cookies or to prompt you before a cookie is accepted.
- Because the Website is intended to be unique Internet guidebooks for Virginians, we do not knowingly collect information from organizations and individuals located outside of the United States, including the European Union.
- Currently, we are using Google Analytics to analyze the audience of the website and improve our content. No personal information is collected from Google Analytics. For further information on the privacy policy concerning Google Analytics, please go here, <https://support.google.com/analytics/answer/6004245?hl=en> Please note also that our website uses Google Analytics cookies. By using this website you consent to the use of cookies in accordance with this policy. In particular, you accept the use of cookies. If you do not consent to the use of these cookies please disable them in your browser so that cookies from this website cannot be placed on your device. For further information on Google™'s privacy practices and how this applies to Google Analytics, please visit: <https://www.google.com/intl/en/analytics/privacyoverview.html> or <https://tools.google.com/dlpage/gaoptout?hl=en=GB> .

## **Disclosure of Information We Collect**

- Except as set forth in this section, we will not disclose to any unaffiliated company information we gather from you that could be used to contact you

(your "Personal Information"). We will consider, and may release, Personal Information to third parties to comply with valid legal requirements such as a law, regulation, search warrant, subpoena or court order. We will also provide Personal Information to our suppliers when it is necessary for them to provide us with products and services related to better operation and maintenance of our Website. For example, in order to process your online donation we will request credit card approval through a select company. We will request that each of these suppliers not further use or disclose Personal Information for any purpose other than providing us or you with products or services. Of course, we cannot guarantee their compliance with our requests.

- We may provide information about you that does not allow you to be identified to, or contacted by, third parties ("Aggregate Information"). For example, we might inform third parties regarding the number of users of our site and the activities they conduct while on our site. We also might share information regarding the demographics of our members, such as their year of birth, gender or zip code.
- We do not compile, buy, sell, rent or trade consumer mailing lists. Information provided by you to us during registration or when you make an online "self-referral" or donation may, however, be used for future marketing and educational efforts directed to you by SeniorNavigator®.
- We may from time to time seek to have our site certified by independent certification organizations. Such certifications may require an audit of our Website, including your Personal Information and the Aggregate Information. While we request that each such certification organization not further use or disclose Personal Information for any purpose other than auditing this Website for compliance with its certification qualifications, we cannot guarantee their compliance with our request.

## **How We Handle Privacy Internally**

- SeniorNavigator® uses reasonable security measures to protect the Personal Information you submit to it. We will store your Personal Information in our database for a time period reasonable enough to ensure that the information remains current. We will update our database periodically to ensure that it remains current, and will purge your Personal Information when we believe it is

no longer valid or current.

- Our site includes links to other sites. If you chose to visit another site, we cannot assume responsibility for its content or information handling practices. We encourage you to review each site's privacy policy prior to entering into transactions with it.

## **Your Privacy Choices**

- When you register to become a member of the Website, you will provide certain required identifying information which will help us better design and maintain our Website.
- We are committed to providing reasonable and practical access to allow you to identify inaccuracies in your Personal Information. You have the right to access your Profile. You may submit inquiries about the accuracy of Personal Information that you have submitted previously to us. You may also request to have information removed. When practical, we will, upon your request, modify or delete your Personal Information. If you would like to review and/or revise your Personal Information, you may email us at: [info@seniornavigator.org](mailto:info@seniornavigator.org) or write to us at SeniorNavigator®, 7501 Boulder View Drive, Suite 630, North Chesterfield, Virginia 23225.
- We may change this Privacy Policy at any time by posting revisions to our Website. Your use of this Website constitutes acceptance of the provisions of this Privacy Policy and your continued usage after such changes are posted constitutes acceptance of each revised Privacy Policy. If you do not agree to the terms of this Privacy Policy or any revised Privacy Policy, please exit the Website immediately.

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