

Privacy Policy

Effective June 1, 2017

Lifeforce in Later Years ("**LiLY**") is committed to respecting your privacy. This Privacy Policy describes how we collect, use, share and disclose personal information we collect through our websites and other associated online and digital services ("**Site**"). If you have any questions about this policy or whether it applies to you, please contact us at info@L-i-L-Y.org.

BY PROVIDING YOUR PERSONAL INFORMATION TO LILY OR OTHERWISE USING OUR SITE, YOU AGREE TO THE TERMS OF THIS POLICY AND OUR SITE TERMS & CONDITIONS.

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Scope

When we use the term "**LiLY**" or "**we**," "**us**" or "**our**", we mean to refer to Lifeforce in Later Years, Inc.

The Site may link to or interface with third party websites or services not owned or controlled by LiLY. Please note that this Privacy Policy only applies to LiLY's practices with respect to any data collected through third party websites or services, and not any third party practices. For example, if you register for a PayPal account and donate to our organization through PayPal, LiLY's use of the data you provide is governed by the terms of this Privacy Policy whereas PayPal's use of the data collected is governed by the terms of the PayPal privacy policy.

The Information We Collect and Use

LiLY collects the following information about you and your use of the Site:

When we use the term "**Personal Information**" we mean information that can be used to identify you as an individual person. We collect Personal Information through your use of our Site. We collect and use two categories of information.

1. Personal Information You Provide To Us

We collect Personal Information when you choose to share that information with us. Personal Information may be collected through the Site, through our offline activities and through third party sites and services that interface with the Site. For example, Personal Information may be collected in the following circumstances:

- To sign up for a volunteering opportunity, subscribe to our updates, purchase tickets for LiLY fundraising events or make a donation through the Site, you may be required to provide your name, contact email, login information credit card information, or other account information to us or a third party service provider such as PayPal or NYCharities.org to facilitate your request. These third party services providers may pass along your information to LiLY so we can process the request or provide you with the requested services.
- When you submit identifiable comments or other content to us through the contact details on the Site, we collect whatever information you supply and use this information to communicate with you if requested, and otherwise fulfill the purpose of the content submission.

2. Information Collected Automatically

We use various technologies to collect other types of data that do not directly reveal your identity (“**Other Information**”). If we associate Other Information with Personal Information, we will treat the combined information as Personal Information in accordance with this Privacy Policy.

- **Logging Functionality:** As is true of most websites, we gather certain information automatically and store it in log files. This information may include IP addresses, browser type, internet service provider, referring/exit pages, operating system, date/time stamp and/or clickstream data. We generally only use this data for purposes such as security, fraud detection, and protecting our rights.
- **Cookies and Other Data Collection Technologies:** We and our service providers use cookies, scripts, and similar technologies to manage our websites and to collect information about you and your use of our Site. These technologies help us to recognize you, customize or personalize your experience and analyze the use of our Site to make them more useful to you. These technologies also allow us to aggregate demographic and statistical data and provide this information to our service providers to facilitate their provision of services.
- Most Internet browsers allow you to remove or manage cookie functions and adjust your privacy and security preferences. For information on how to do this, access the “help” menu on your Internet browser, or visit <http://www.aboutcookies.org/how-to-control-cookies>. Please note, however, that disabling our cookies may result in your inability to take full advantage of all of the features of our Site.

Additional Purposes For Which We Collect And Use Information

In addition to the uses described above, we may use your Personal Information for the following purposes:

- Operating our organization;
- Responding to your requests or inquiries and processing transactions or providing user support;
- Communicating and engaging with you, including for marketing and fundraising purposes;
- Providing you with information about programs, products, or services that we believe may be of interest to you, new initiative or service announcements or event invitations;
- Contacting you to obtain your input;
- Creating, improving and developing our products and services;
- Preventing, investigating, or providing notice of fraud, unlawful or criminal activity, or unauthorized access to or use of Personal Information, our website or data systems; or to meet legal obligations;
- Investigating and resolving disputes and security issues and enforcing our Terms & Conditions and other agreements;
- Any other lawful, legitimate organizational purpose.

When We May Share Information With Others

We share your Personal Information with third parties in the ways described in this Privacy Policy. LiLY does not sell, trade, or share your Personal Information with any other entity, except as described below. We do not send mailings to our donors on behalf of other organizations unless the donor has given us specific permission to do so.

Service Providers: We may share your Personal Information with third party service providers and partners who help us with our activities and programs, such as web hosting, processing donations or to verify user data.

Legal Process, Safety and Terms Enforcement: We may disclose your Personal Information to legal or government regulatory authorities in response to their requests for such information or to assist in investigations. We may also disclose your Personal Information to third parties in connection with claims, disputes or litigation, when otherwise required by law, or if we determine its disclosure is necessary to protect the health and safety of you or us, or to enforce our legal rights or contractual commitments that you have made.

Business Transfers: Your Personal Information may be disclosed as part of a corporate business transaction, such as a merger, acquisition, or joint venture. You will be notified via email and/or a prominent notice on any affected website of any change in ownership or uses of Personal Information, as well as any choices you may have regarding Personal Information about you.

Links to other sites

The Site may link to and may be linked by websites or services operated by other entities or individuals. Some of these websites or services, such as the LiLY Facebook page, may be co-branded with our name or logo. This Privacy Notice does not apply to, and we cannot always control the activities of, such other third-party websites or services. You should consult the respective privacy policies of those third-party websites or services.

International visitors

Our Site is operated and managed on servers located within the United States. If you choose to use our Site from the European Union or other regions of the world with laws governing data collection and use that differ from U.S. law, then you acknowledge and agree that you may be transferring your Personal Information outside of those regions to the United States and that, by providing your Personal Information to us through the Site, you consent to that transfer.

Changes to this Policy

This Privacy Policy is subject to occasional revision, and if we make any material changes in the way we use your personal information, we will notify you by prominently posting notice of the changes on the Site and updating the effective date above.

Any changes to this Privacy Policy will be effective upon thirty (30) calendar days following our posting of notice of the changes on the Site. These changes will be effective immediately for new users of our Site.

If you do not wish to permit changes in our use of your Personal Information, you must notify us prior to the effective date of the changes that you wish to deactivate your account with us. Continued use of our Site, following notice of such changes shall indicate your acknowledgement of such changes and agreement to be bound by the terms and conditions of such changes.

How to Contact Us

If you have any questions or comments about this Privacy Policy or other privacy-related matters, you may contact us by email at info@L-i-L-Y.org or by mail at Lifeorce in Later Years, P.O. Box 250402, New York, NY 10025.