



The Shaken Baby Alliance

## Privacy Policy and Donor Privacy Policy (Website)

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The Shaken Baby Alliance has created this Privacy Policy to explain why we collect information and how we will protect your personal privacy within our web site. The following discloses our information gathering and dissemination practices for the web site located at the URL [www.shakenbaby.org](http://www.shakenbaby.org)

In order to fully understand your rights, we encourage you to read this Privacy Policy as well as our Terms of Use. The Shaken Baby Alliance reserves the right at any time and without notice to change this Privacy Policy simply by posting such changes on our site. Any such change will be effective immediately upon posting. Because we want to demonstrate our commitment to your privacy, this Privacy Policy notifies you of:

1. What personally identifiable information of yours is collected through the site.
2. Who collects such information.
3. How such information is used.
4. With whom your information may be shared.
5. What choices you have regarding collection, use and distribution of your information.
6. What kind of security procedures are in place to protect the loss, misuse, or alteration of information under our control.
7. And, how you can correct any inaccuracies in your information.

Questions regarding this statement should be directed to The Shaken Baby Alliance by sending an e-mail to [info@shakenbaby.org](mailto:info@shakenbaby.org). Please reference this Privacy Policy in your subject line.

### **What Information We Collect and How We Use That Information**

Our registration forms require users to give us contact information that may include name, email addresses, format preference (HTML vs. Text), address, interests, and similar information. We do not request or store sensitive information from our visitors, such as credit card or Social Security numbers. If you complete any registration or donation form, and share your personally identifying information, this information will be used only to provide you with more targeted content. We may use your contact information to send further information about our organization or to contact you when necessary. You may always opt-out of receiving future mailings by contacting the Alliance below.

### **Information Privacy**

The Shaken Baby Alliance does not sell or otherwise disclose user information outside the organization. This policy has no exceptions. We do not sell or exchange your information with any other organization, public, private, or non-profit.

### **Internet Protocol Address**

We collect an IP address from all visitors to our site. An IP address is a number that is automatically assigned to your computer when you use the Internet. We use IP addresses to help diagnose problems with our server, administer our site, analyze trends, track users' movement, gather broad demographic information for aggregate use for us to improve the site, and deliver customized, personalized content. IP addresses are not linked to personally identifiable information.

## **Use of "Cookies"**

Our site may use cookies to enhance your experience while using our site. Cookies are pieces of information that some web site transfer to the computer that is browsing that web site and are used for record-keeping purposes. Use of cookies make web-surfing easier by performing certain functions such as saving your passwords, your personal preferences regarding your use of the particular web site, and to make sure you do not see the same ad repeatedly. Many consider the use of cookies to be an industry standard.

Your browser is probably set to accept cookies. However, if you would prefer not to receive cookies, you can alter the configuration of your browser to refuse cookies. If you choose to have your browser refuse cookies, it is possible that some areas of our site will not function properly when you view them.

## **Security**

All information provided to The Shaken Baby Alliance is transmitted using SSL (Secure Socket Layer) encryption. SSL is a proven coding system that lets your browser automatically encrypt, or scramble, data before you send it to us. We also protect account information by placing it on a secure portion of our site that is only accessible by certain qualified employees of The Shaken Baby Alliance. Unfortunately, however, no data transmission over the Internet is 100% secure. While we strive to protect your information, we cannot ensure or warrant the security of such information.

## **Other Web Sites**

Our site contains links to other web sites. Please note that when you click on one of these links, you are entering another web site for which The Shaken Baby Alliance has no responsibility. We encourage you to read the privacy statements on all such sites as their policies may be different than ours.

## **Our Commitment to our Donors: Donor Privacy Policy**

We will not sell, share, or trade our donors' names or personal information with any other entity, nor send mailings to our donors on behalf of other organizations.

This policy applies to all information received by The Shaken Baby Alliance, both online and offline, on any Platform ("Platform", includes The Shaken Baby Alliance website and mobile applications), as well as any electronic, written, or oral communications.

To the extent any donations are processed through a third-party service provider, our donors' information will only be used for purposes necessary to process the donation.

## **Contacting the Website**

If you have any questions about this Privacy Policy, the practices of this site, or your dealings with this site, you can contact:

### **The Shaken Baby Alliance**

Phone: (817) 882-8686

Email: [info@shakenbaby.org](mailto:info@shakenbaby.org)