

# SOUTH PLAINS FOOD BANK PRIVACY POLICY

South Plains Food Bank has created this Privacy Policy to explain why we collect particular 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 <http://www.spfb.org>

In order to fully understand your rights we encourage you to read this Privacy Policy as well as our Terms of Use. The South Plains Food Bank 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.

1. Because we want to demonstrate our commitment to your privacy, this Privacy Policy notifies you of;
2. What personally identifiable information of yours is collected through the Site;
3. Who collects such information;
4. How such information is used;
5. With whom your information may be shared;
6. What choices you have regarding collection, use and distribution of your information;
7. What kind of security procedures are in place to protect the loss, misuse or alteration of information under our control;
8. How you can correct any inaccuracies in your information.

Questions regarding this statement should be directed to South Plains Food Bank by sending an email to [mlopez@spfb.org](mailto:mlopez@spfb.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 address, 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.

## 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 in order 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 sites transfer to the computer that is browsing that Web site and are used for record-keeping purposes at many Web sites. Use of cookies makes 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 don't 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 South Plains Food Bank 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 South Plains Food Bank. 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.

#### TELL-A-FRIEND:

If a user elects to use our referral service for informing a friend about our site, we ask them for the friend's name and email address. South Plains Food Bank will automatically send the friend a one-time email inviting them to visit the Site. The South Plains Food Bank stores this information for the sole purpose of sending this one-time email.

#### Media:

Our site uses cookies to identify end users based on their visit to our client's websites and/or other sites on the Internet. We also use cookies to analyze website traffic and performance.

Our site collect/collects data related to targeted advertising and the behavior demonstrated by end users on advertiser websites. Data is converted into obfuscated audience lists from which individual identities cannot be determined by Third-Party vendors. Specifically, collected data is cookie data which our/the DSP platforms process, creating audiences and attributing actions to specific ad campaigns. Data is stored in vetted third-party platforms, which facilitate the collection of this data through secured tags. These platforms all conform to necessary data privacy laws, and allow for the exercising of all rights of data subjects. Lastly, platforms that allow for user-level tracking do so only through data gathered with proper consent, and obscure any form of user identification.

#### 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 South Plains Food Bank has no responsibility. We encourage you to read the privacy statements on all such sites as their policies may be different than ours.

#### CONTACTING THE WEB SITE:

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

South Plains Food Bank  
5605 MLK Blvd., Lubbock, Texas, 79404.

You can also send an email to: [mlopez@spfb.org](mailto:mlopez@spfb.org)

South Plains Food Bank is an equal opportunity employer.