

# Veterans Bridge Home Privacy Policy

**Effective Date:** January 1, 2016

Veterans Bridge Home (“VBH,” “we,” “us,” or “our”) is committed to protecting your privacy and ensuring that your personal information is handled responsibly and transparently. This Privacy Policy explains how we collect, use, store, and share your information, including data collected through our website, services, events, and SMS/text messaging programs.

## 1. Information We Collect

We collect the following types of information:

### 1.1 Personal Information

- Name
- Email address
- Phone number
- Mailing address
- Military or veteran status
- Demographic data (age, gender, etc., if voluntarily provided)
- Communication preferences

### 1.2 Technical Information

- IP address
- Device type and browser
- Usage data from our website and email interactions

## 2. How We Use Your Information

We use your information to:

- Connect you to relevant services, providers, or employers
- Send you appointment reminders, service notifications, and event invitations
- Share updates, impact stories, or fundraising messages (only if opted-in)
- Improve our programs and outreach efforts
- Comply with legal or contractual obligations

## 3. SMS/Text Messaging Privacy

If you opt into our SMS/text messaging program, we will only use your phone number to send messages relevant to:

- Services you’ve requested
- Appointment reminders or follow-ups
- VBH events or community opportunities
- Updates on veteran support resources
- Programmatic announcements or occasional fundraising alerts

We do **not** sell or rent your phone number or personal information. You may opt out at any time by replying **STOP** to any message.

All SMS data is securely stored and only accessible by authorized VBH personnel.

## 4. How We Protect Your Information

We implement administrative, physical, and technical safeguards to protect your personal data. These include:

- Secure cloud-based data systems
- Limited access controls
- Staff confidentiality agreements and training

## 5. Sharing of Information

We **do not sell or trade** your personal information. We may share your data with:

- Service providers or partners directly involved in your care or support (e.g., employers, VA resources, healthcare providers)
- Technology vendors (for secure data storage or communications)
- Government or funding agencies for required reporting (non-identifiable when possible)

All third-party partners are required to maintain the confidentiality and security of your information.

## **6. Your Rights and Choices**

You have the right to:

- Access or update your personal information
- Withdraw consent for communications at any time
- Request deletion of your data (unless legally required to retain it)
- Ask questions about how your data is used

To exercise any of these rights, email us at [Insert Email] or call [Insert Phone Number].

## **7. Children's Privacy**

VBH does not knowingly collect personal information from individuals under 13 years of age. If you believe we may have collected such information, please contact us so we can delete it.

## **8. Changes to This Policy**

We may update this Privacy Policy from time to time. Any updates will be posted on our website with a new effective date.

## **9. Contact Us**

If you have questions about this Privacy Policy or how your information is handled, please contact:

### **Veterans Bridge Home**

5260 Parkway Plaza Blvd, Suite 110

Charlotte, NC 28217

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

Phone: 704-332-8802

Website: [www.veteransbridgehome.org](http://www.veteransbridgehome.org)

**Thank you for supporting our mission to serve veterans and military families.**

## **Donor Privacy Policy**

This privacy policy applies to VBH supporters and describes how VBH uses information you provide when you donate to us or sign up to receive emails (the "Donation Process"). When you provide us your information, VBH uses industry-standard security measures, including encryption, firewalls, and physical security to protect your data. Please remember that this policy applies to information provided by supporters during the Donation Process. It is our goal that you fully understand how we collect information, how we use that information, and the steps we've taken to protect that information. We will update this policy from time-to-time, so make sure to check this page periodically. If you have any questions about this policy, please email us at [info@veteransbridgehome.org](mailto:info@veteransbridgehome.org)

### **What type of information does VBH collect?**

During the Donation Process, VBH will likely ask for information that could be used to identify you. This includes your contact information, such as your name, mailing address, phone number, and email address. If you donate via credit or debit card, we will also ask for your card number, expiration date, and other information necessary to process the transaction. If you donate via check, we may ask for limited bank information.

### **When does VBH collect this information?**

We collect this information from you during the Donation Process. If you donate online, your donation will not be processed without certain required information. We may also collect information as we communicate with you after your donation is made. Be assured that no matter how we access your information, we'll use it only in accordance with this policy.

### **How does VBH use the information we collect?**

We generally use your information to process donations and contact you regarding that donation. VBH may use your information in the following ways:

- Enter your information into our donor database for internal record keeping, reporting, and data analysis;
- Communicate with you to provide you with information, or request contributions (provided you have not opted out of receiving such communications);
- Provide you with necessary tax information regarding your donation;
- Customize our website according to your interests; - Share information with third parties who provide donation processing goods and services to VBH (e.g., parties who process donations or help us manage our donor database);
- Share information with third parties as required by law, or a part of a legal process.

### **Does VBH share my information?**

VBH may share your personal information with parties who process donations or help us manage our donor database as discussed herein. When VBH shares information with these organizations, it does so subject to appropriate confidentiality rules designed to protect your information from unintentional disclosure.

### **Can I opt out of receiving messages and sharing of my information?**

Yes. You always have the opportunity to opt out of having your personal information used for certain purposes when we ask for this information.

If you no longer wish to receive communications from VBH, you may opt out of receiving such messages by following the instructions included in the message itself. You may also request via email at [info@veteransbridgehome.org](mailto:info@veteransbridgehome.org) or call the Advancement team at 704-332-8802.

If you would like to immediately opt out of all communications, please contact the Advancement team either by email at [info@veteransbridgehome.org](mailto:info@veteransbridgehome.org) or via phone at 704-332- 8802.

If you would like to opt out of sharing personal information with other organizations concerning your donation, please make it clear that you would like your donation listed as anonymous.

**How does VBH secure my personal information?**

VBH strives to ensure the security of your personal information. Your trust in us is important, so we have put in place physical, electronic, and managerial procedures to safeguard and secure the information we collect. Records containing personal information are stored at secure facilities and we train our employees about how to treat your data securely.

If you donate over the phone or on our website, VBH utilizes industry-standard safeguards to protect your information including encryption, network firewalls, and physical security. When we work with other companies to process your payment, those companies also use security measures to protect your data.

**How do I update my information?**

Please contact the VBH Advancement team at: [info@veteransbridgehome.org](mailto:info@veteransbridgehome.org) or via phone at 704-332-8802

**Will you contact me if I give VBH my information?**

Yes. You can opt out of receiving these messages as discussed above in the “Can I opt out of receiving messages and sharing of my information” section above.

**What if I have questions about this FAQ?**

Please email us at [info@veteransbridgehome.org](mailto:info@veteransbridgehome.org) or via phone at 704-332-8802 with any questions about this policy. You can also mail us a letter at Veterans Bridge Home, 5260 Parkway Plaza Blvd, Ste 110 Charlotte, NC 28217