

# Privacy Policy

Effective as of November 2, 2021

This Privacy Policy describes the privacy practices of Mothers' Milk Bank Northeast, Inc. ("**Mothers' Milk Bank Northeast**", "**we**", "**us**" or "**our**") and how we handle personal information that we collect through our digital properties that link to this Privacy Policy, including our website [milkbankne.org](http://milkbankne.org) (collectively, the "**Service**"), as well as through social media, our marketing activities, other activities described in this Privacy Policy, and when you otherwise interact with us.

Mothers' Milk Bank Northeast provides pasteurized donor human milk to babies in fragile health throughout the Northeastern United States. This Privacy Policy does not apply to information that we may process on behalf of our business customers while providing Mothers' Milk Bank Northeast services to them. Our use of such information is governed by our customer agreements.

Mothers' Milk Bank Northeast may provide additional or supplemental privacy policies for specific products or services that we offer at the time we collect personal information.

All of your protected health information maintained by Mothers' Milk Bank Northeast, including information you provide when using our Service or otherwise, is also subject to the [Notice of Privacy Practices](#) issued by Mothers' Milk Bank Northeast under the Health Insurance Portability and Accountability Act ("HIPAA"). The Notice of Privacy Practices may contain additional provisions relating to the use and disclosure of your information that go beyond the terms of this Privacy Policy.

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# Personal information we collect

**Information you provide to us.** Personal information you may provide to us through the Service or otherwise includes:

- **Contact data**, such as your first and last name, email address, billing and mailing addresses, professional title and company name, and phone number.
- **Demographic data**, such as your city, state, country of residence, and postal code.
- **Profile data** that you may provide to establish an account with us.
- **Job application data**, such as professional credentials and skills, educational and work history, work-authorization status and other information that may be included on a resume or curriculum vitae.
- **Communications data** based on exchanges with you, including when you contact us with questions or feedback, through the Service, social media, or otherwise.
- **Transactional data**, such as information relating to or needed to complete your orders on or through the Service, including order numbers and transaction history.
- **Marketing data**, such as your preferences for receiving our marketing communications and details about your engagement with them.
- **User-generated content data**, such as comments, questions, messages, works of authorship, and other content or information that you generate, transmit, or otherwise make available on the Service, as well as associated metadata. Metadata includes information on how, when, where and by whom a piece of content was collected and how that content has been formatted or edited.
- **Financial data**, such as your financial account numbers or payment card information.
- **Payment data** needed to complete transactions, including payment card information or bank account number.
- **Third Parties data**, such as information that you provide regarding your children, such as their name and date of birth.
- **Other data** not specifically listed here, which we will use as described in this Privacy Policy or as otherwise disclosed at the time of collection.

**Third-party sources.** We may combine personal information we receive from you with personal information we obtain from other sources, such as:

- **Public and private sources**, such as government agencies, public records, social media platforms, and other public or private sources.
- **Data providers**, such as information services and data licensors that provide demographic and other information.
- **Our business partners**, such as depots and dispensaries.
- **Marketing partners**, such as joint marketing partners and event co-sponsors.

**Automatic data collection.** We, our service providers, and our business partners may automatically log information about you, your computer or mobile device, and your interaction over time with the Service, our communications and other online services, such as:

- **Device data**, such as your computer's or mobile device's operating system type and version, manufacturer and model, browser type, screen resolution, RAM and disk size, CPU usage, device type (e.g., phone, tablet), IP address, unique identifiers (including identifiers used for advertising purposes), language settings, mobile device carrier, radio/network information (e.g., Wi-Fi, LTE, 3G), and general location information such as city, state or geographic area.
- **Online activity data**, such as pages or screens you viewed, how long you spent on a page or screen, navigation paths between pages or screens, information about your activity on a page or screen, access times and duration of access, and whether you have opened our marketing emails or clicked links within them.

**Cookies and similar technologies.** Like many online services, we may use the following technologies:

- **Cookies**, which are text files that websites store on a visitor's device to uniquely identify the visitor's browser or to store information or settings in the browser for the purpose of helping you navigate between pages efficiently, remembering your preferences, enabling functionality, helping us understand user activity and patterns, and facilitating analytics and online advertising.
- **Local storage technologies**, like HTML5 and Flash, that provide cookie-equivalent functionality but can store larger amounts of data, including on your device outside of your browser in connection with specific applications.
- **Web beacons**, also known as pixel tags or clear GIFs, which are used to demonstrate that a webpage or email address was accessed or opened, or that certain content was viewed or clicked.

**Data about others.** Users of the Service may have the opportunity to refer other contacts to us and share their contact information with us. Please do not refer someone to us or share their contact information with us unless you have their permission to do so.

## How we use your personal information

We may use your personal information for the following purposes or as otherwise described at the time of collection:

**Service delivery.** We may use your personal information to:

- provide, operate and improve the Service and our business;
- establish and maintain your user profile on the Service;
- facilitate your invitations to friends who you want to invite to use the Service;

- communicate with you about the Service, including by sending announcements, updates, security alerts, and support and administrative messages;
- understand your needs and interests, and personalize your experience with the Service and our communications; and
- provide support for the Service, and respond to your requests, questions and feedback.

**Research and development.** We may use your personal information for research and development purposes, including to analyze and improve the Service and our business.

**Marketing and advertising.** We, our service providers and our third-party advertising partners may collect and use your personal information for marketing and advertising purposes:

- **Direct marketing.** We may send you Mothers' Milk Bank Northeast-related or other direct marketing communications. You may opt-out of our marketing communications as described in the [Opt-out of marketing](#) section below.

**To manage our recruiting and process volunteer and employment applications.**

We may use personal information, such as information submitted to us in a job application, to facilitate our recruitment activities and process volunteer and employment applications, such as by evaluating a job candidate for an employment activity, and monitoring recruitment statistics.

**Compliance and protection.** We may use your personal information to:

- comply with applicable laws, lawful requests, and legal process, such as to respond to subpoenas or requests from government authorities;
- protect our, your or others' rights, privacy, safety or property (including by making and defending legal claims);
- audit our internal processes for compliance with legal and contractual requirements and internal policies;
- enforce the terms and conditions that govern the Service; and
- prevent, identify, investigate and deter fraudulent, harmful, unauthorized, unethical or illegal activity, including cyberattacks and identity theft.

**With your consent.** In some cases, we may specifically ask for your consent to collect, use or share your personal information, such as when required by law.

**To create anonymous, aggregated or de-identified data.** We may create anonymous, aggregated or de-identified data from your personal information and other individuals whose personal information we collect. We make personal information into anonymous, aggregated or de-identified data by removing information that makes the data identifiable to you. We may use this anonymous, aggregated or de-identified data and share it with third parties for our lawful business purposes, including to analyze and improve the Service and promote our business.

**Other Uses.** We also may use your information as may be described in a notice to you at the time the information is collected, or in any other manner to which you consent.

## How we share your personal information

We may share your personal information with the following parties and as otherwise described in this Privacy Policy or at the time of collection.

**Service providers.** Third parties that provide services on our behalf or help us operate the Service or our business (such as hosting, information technology, customer support, email delivery, package delivery, marketing, and website analytics).

**Payment processors.** Any payment card information you use to make a purchase on the Service is collected and processed directly by our payment processors, such as Stripe. Stripe may use your payment data in accordance with its privacy policy, <https://stripe.com/privacy>.

**Third parties designated by you.** We may share your personal data with third parties where you have instructed us or provided your consent to do so.

**Professional advisors.** Professional advisors, such as lawyers, auditors, bankers and insurers, where necessary in the course of the professional services that they render to us.

**Authorities and others.** Law enforcement, government authorities, and private parties, as we believe in good faith to be necessary or appropriate for the [compliance and protection purposes](#) described above.

**Business transferees.** Acquirers and other relevant participants in business transactions (or negotiations and diligence for such transactions) involving a corporate divestiture, merger, consolidation, acquisition, reorganization, sale or other disposition of all or any portion of the business or assets of, or equity interests in, Mothers' Milk Bank Northeast or our affiliates (including, in connection with a bankruptcy or similar proceedings).

## Your choices

You have the following choices with respect to your personal information.

**Access or update your information.** If you have registered for an account with us through the Service, you may review and update certain account information by contacting us via telephone or email listed [below](#).

**Opt-out of marketing communications.** You may opt-out of marketing-related emails by following the opt-out or unsubscribe instructions at the bottom of the email, or by [contacting us](#). Please note that if you choose to opt-out of marketing-related emails, you may continue to receive service-related and other non-marketing emails.

**Cookies.** Most browsers let you remove or reject cookies. To do this, follow the instructions in your browser settings. Many browsers accept cookies by default until you change your settings. Please note that if you set your browser to disable cookies, the Service may not work properly. For more information about cookies, including how to see what cookies have been set on your browser and how to manage and delete

them, visit [www.allaboutcookies.org](http://www.allaboutcookies.org).

**Do Not Track.** Some Internet browsers may be configured to send “Do Not Track” signals to the online services that you visit. We currently do not respond to “Do Not Track” or similar signals. To find out more about “Do Not Track,” please visit <http://www.allaboutdnt.com>.

**Declining to provide information.** We need to collect personal information to provide certain services. If you do not provide the information we identify as required or mandatory, we may not be able to provide those services.

## Other sites and services

The Service may contain links to websites and other online services operated by third parties. In addition, our content may be integrated into web pages or other online services that are not associated with us. These links and integrations are not an endorsement of, or representation that we are affiliated with, any third party. We do not control websites or online services operated by third parties, and we are not responsible for their actions. We encourage you to read the privacy policies of the other websites and mobile applications and online services you use.

## Security

We employ a number of technical, organizational and physical safeguards designed to protect the personal information we collect. However, security risk is inherent in all internet and information technologies and we cannot guarantee the security of your personal information.

## International data transfer

We are headquartered in the United States and may use service providers that operate in other countries. Your personal information may be transferred to the United States or other locations where privacy laws may not be as protective as those in your state, province, or country.

## Children

The Service is not intended for use by children under 13 years of age. If we learn that we have collected personal information through the Service from a child under 13 without the consent of the child’s parent or guardian as required by law, we will delete it.

## Changes to this Privacy Policy

We reserve the right to modify this Privacy Policy at any time. If we make material changes to this Privacy Policy, we will notify you by updating the date of this Privacy Policy and posting it on the Service. If required by law we will also provide notification of changes in another way that we believe is reasonably likely to reach you, such as via email or another manner through the Service. Any modifications to this Privacy Policy

will be effective upon our posting the modified version (or as otherwise indicated at the time of posting). In all cases, your use of the Service after the effective date of any modified Privacy Policy indicates your acceptance of the modified Privacy Policy.

## **How to contact us**

- **Email:** [info@milkbankne.org](mailto:info@milkbankne.org)
- **Mail:** 377 Elliot St, Newton Upper Falls, MA 02464
- **Phone:** 617-527-6263