

## **Privacy Policy**

Please read our privacy policy carefully to get a clear understanding of how we collect, use, protect or otherwise handle your Personally Identifiable Information (“PII”) on our website. By accessing our website and providing your PII, you consent to the practices outlined in this privacy policy with respect to your PII. We may modify our privacy policy at any time by posting the modified policy at this location. Your continued use of our website or submission of any additional PII constitutes your agreement to the modified policy.

### **What information do we collect?**

PII collected by Beach Cities Health District (“BCHD” or “we”) is often limited to your name and email address, but may include other information when needed to provide a service you requested.

If you choose a service or transaction that requires payment, we will request PII necessary for billing and/or shipping such as: name, address, telephone number, and credit or debit card number.

We may collect information (PII or otherwise) from you when you register on our site for an event or activity, place an order, respond to a survey, fill out a form, enter information on our site or otherwise interact with our site.

Whenever you interact with our site (whether via a browser, an application or otherwise), our systems automatically receive and record information from your browser, mobile app or equipment which may include PII. Information collected automatically may include your IP address, location details, the type of browser, application or mobile device you are using to access our site, actions you perform within applications, and the identity of the site page or feature you are requesting. We may use such information to analyze trends, administer our services and gather broad demographic data for aggregate use. We may also collect information regarding the device(s) you use to access or use our site. We may also use technologies, such as location-based information, to provide you with tailored information and features as you use our site.

### **How do we use your information?**

We may use the information we collect from you in the following ways:

- To personalize your experience and to allow us to deliver the type of content and product offerings in which you are most interested.
- To allow us to better service you in responding to your customer service requests.
- To administer a contest, promotion, survey or other site feature.
- To quickly process your transactions.
- To ask for ratings and reviews of services or products.
- To follow up with you after correspondence.

### **How do we protect your information?**

Your PII is contained behind secured networks and is only accessible by a limited number of persons who have special access rights to such systems, and are required to keep the information confidential. In addition, all sensitive/credit information you supply is encrypted and transmitted in a secure way.

We implement a variety of security measures when a user places an order and enters, submits, or accesses their information to maintain the safety of your PII.

All payment transactions are processed through a third-party provider and are not stored or processed on our servers.

### **Tracking Technologies:**

We may use “cookies” or other tracking technologies to track how you use our site. We also may send instructions to your computer or device using JavaScript or other computer languages to gather the sorts of information described above and other details about your interactions with the site. If applicable, our advertising partners may also transmit cookies or other tracking technologies to your browser, application or mobile device when you click on ads that appear on the site. Also, if you click on a link to a third party website or service, that third party may also transmit cookies or other tracking technologies.

We use cookies or other tracking technologies to:

- Help remember and process the items in the shopping cart.
- Understand and save user's preferences for future visits.
- Compile aggregate data about site traffic and site interactions in order to offer better site experiences and tools in the future. We may also use trusted third-party services that track this information on our behalf.

### **Protection of Children's Personal Information**

Protecting children's privacy is especially important to us. BCHD recognizes that parents, guardians, or other adults often purchase our services for family use, including use by minors. Any information collected for such purchase will be protected in accordance with this Privacy Policy. We do not knowingly collect personal information directly from children under the age of 13. If a child under 13 submits personal information to the BCHD and we learn that that personal information is the information of a child under 13, we will attempt to delete the information as soon as possible.

It is our policy to comply with the Children's Online Privacy Protection Act of 1998 and all other applicable laws. Therefore, we restrict usage of our website services to persons 13 years or older.

YOU MUST BE THIRTEEN (13) YEARS OR OLDER TO ACCESS THE BCHD'S WEBSITE. IF YOU ARE UNDER THIRTEEN YEARS OF AGE, YOU ARE NOT PERMITTED TO ACCESS THE BCHD'S WEB SITE FOR ANY REASON. DUE TO THE AGE RESTRICTIONS FOR USE OF THAT WEBSITE, NO INFORMATION OBTAINED BY THAT WEBSITE FALLS WITHIN THE CHILDREN'S ONLINE PRIVACY PROTECTION ACT OF 1998 AND IS NOT A MONITORED AS DOING SO.

### **Third-party disclosure**

We do not sell, trade, or otherwise transfer to outside parties your Personally Identifiable Information unless we provide users with advance notice. This does not include website hosting partners and other parties who assist us in operating our website, conducting our business, or serving our users, so long as those parties agree to keep this information confidential. We may also release information when its release is appropriate to comply with the law, enforce our site policies, or protect ours or others' rights, property or safety.

### **Third Party Link**

The Beach Cities Health District website may contain links to local, state and federal government agencies and to other web sites. The inclusion of such links does not constitute an endorsement of the destination web site nor the content, viewpoint, accuracy, opinions, policies, products or site accessibility. Nor does any linkage between the Beach Cities Health District and a third party web site imply sponsorship of that web site. Those linked sites may not be operated or controlled by us and we are not responsible for the privacy practices of those websites. You access those websites entirely at your own risk. We recommend that you review the privacy practices of any other websites that you choose to visit.

### **Correcting, Updating, Accessing, or Removing Personal Information**

If your personal information change, or if you no longer want to receive information from us, you can correct, update or remove your previously-provided personal information. This can be done by emailing a request to us at [communications@bchd.org](mailto:communications@bchd.org). You may also request access to personal information collected by us by sending a request to us at [communications@bchd.org](mailto:communications@bchd.org). In certain circumstances, we may not be able to completely remove your information from our systems. For example, we may retain your personal information for legitimate business purposes, if it may be necessary to prevent fraud or future abuse, for account recovery purposes, if required by law or as retained in our data backup systems or cached or archived pages. All retained personal information will continue to be subject to the terms of the Privacy Policy to which you have previously agreed.

### **Your California Privacy Rights**

California law permits users that are residents of California to request the following information regarding our disclosure of your PII to third parties for those third parties' direct marketing purposes: (i) a list of certain categories of personal information that we have disclosed to certain third parties for their direct marketing purposes during the immediately preceding calendar year, (ii) the identity of certain third parties that received personal information from us for their direct marketing purposes during that calendar year, and (iii) examples of the products or services

marketed (if we have that information). If you are a California resident and would like to make such a request, please email us at [communications@bchd.org](mailto:communications@bchd.org).

### **Users from Outside the United States**

The website is hosted in the United States and is governed by United States law. If you are using the site from outside the United States, please be aware that your information may be transferred to, stored and processed in the United States where our servers may be located and our central database may be operated. The data protection and other laws of the United States might not be as comprehensive as those in your country. By using the site, you consent to your information being transferred to our facilities and to the facilities of those third parties with whom we share it as described in this privacy policy.