

Baby Basics Privacy Policy

Effective Date: September 15, 2016

Baby Basics, Inc. (“**Baby Basics**”, “**we**” or “**us**”), a non-profit 501(c)3 entity, provides diaper assistance to qualified, low-income working residents of Needham, Dedham and South Boston, Massachusetts. This Privacy Policy (“**Policy**”) details how Baby Basics collects, uses and discloses Personal Information (as defined below) and other information when you use Baby Basics’ website www.babybasicsinc.org (“**Site**”) and any related online services, programs, applications or websites that link to this Policy (collectively, “**Services**”).

By using the Site or the Services, you are indicating that you have read, understood and agree to be bound by the terms of this Policy. If you do not agree to the terms of this Policy, do not use the Site or the Services.

INFORMATION WE COLLECT

When you interact with us through the Services, we may collect the following types of information:

Personal Information You Provide. When you interact with our Services, including when you fill out an application for diaper assistance, request more information or sign up for our newsletters and email updates, we collect the Personal Information that you voluntarily provide to us. “Personal Information” means information that alone or when in combination with other information may be used to readily identify, contact or locate you, such as your name, address, phone number and email address. As a part of your request to apply for diaper assistance through our Site, we may collect relevant information necessary to verify if your family meets our eligibility criteria, including information on your monthly income, your child’s name, your employer’s address and phone number. To the extent that you provide us with information on third parties, for example your employer or family members, you represent and warrant that you have permission from such third parties to share this information with us so that we may provide the Services.

Cookies, Automatic Data Collection, and Related Technologies. We collect and store information that is generated automatically during your visit to our Site, including user preferences and usage statistics. When you visit our Site, we and our third party service providers receive and record information from your browser, including your IP address, using cookies and similar technology. Cookies are small text files placed on your computer to store your preferences. Most browsers allow you to block and delete cookies. However, if you do block or delete cookies, our Site may not function properly.

HOW WE USE INFORMATION

To Provide Our Services. We use information, including Personal Information, we collect to provide you with the services you request and as necessary for internal service-related purposes. For example, we use the information collected when you submit an application for diaper assistance through our Site to verify if your family meets our eligibility criteria and to process your application.

To Provide Offers and Information. From time to time, we may contact you to inform you about other information and services we think will be of interest to you. You may opt-out of receiving certain emails via the “opt-out” link contained in the email or by contacting us as specified below. Note however that

even if you opt out of receiving promotional emails, we may still communicate with you about your account or to send other service related messages.

Aggregate Data. We may anonymize and aggregate data we collect and use it for any purpose. We do not consider aggregate and anonymous information to be Personal Information.

Communications. We may send email to the email address you provide to us to communicate with you about our Services, to send information about offers, services and educational opportunities, or for customer service or system maintenance.

Data Retention. We will retain your information for as long as necessary to provide the Services. We will retain and use your information as necessary to comply with our legal obligations or resolve disputes.

HOW WE SHARE YOUR INFORMATION

We do not rent or sell your Personal Information with third parties. There are, however, certain circumstances in which we may share your Personal Information with certain third parties without further notice to you, as set forth below:

With Our Vendors and Service Providers. We may share information we receive with vendors and service providers who assist us in providing our Services (for example, mailing information, Site analytics, or web hosting service providers).

As Required By Law and Similar Disclosures. We may access, preserve, and disclose any information, including Personal Information, if we believe doing so is required or appropriate to: comply with law enforcement requests and legal process, such as a court order or subpoena; meet audit requirements; respond to your requests; or protect your, our, or others' rights, property, or safety.

Merger, Sale, or Other Asset Transfers. If we are involved in a merger, acquisition, financing, due diligence, reorganization, bankruptcy, receivership, sale of assets, or transition of service to another provider, your information may be sold or transferred as part of such a transaction as permitted by law or contract.

We may also disclose your Personal Information with your permission and as otherwise required to provide our Services.

SOCIAL MEDIA

Through the Site, you can choose to access certain social media websites and services that are owned or controlled by third parties (including, without limitation, Facebook, Twitter and Instagram) (such websites and services, collectively, the "**Social Media Services**"). When you elect to access and use the Social Media Services, you will be sharing certain information with those Social Media Services. As with other third party sites, the information that you share with the Social Media Services will be governed by the privacy policies and terms of service of the providers of such Social Media Services and not by the policies and procedures we describe here. You may also be able to modify your privacy settings with these Social Media Services to, for example, control what information the Social Media Services disclose to other entities, including Baby Basics.

As part of the integration of our Site with your Social Media Services account, the Social Media Services will provide us with access to certain information that you have provided to such Social Media Services and that is necessary to enable us to access the Social Media Services, however you will provide your login information, like your password, directly to such Social Media Services (and not to Baby Basics). We will use, store and disclose such information in accordance with this Policy and, if and to the extent applicable, the policies of such Social Media Services. However, please remember that the manner in which Social Media Services use, store and disclose your information is governed by the policies of the applicable Social Media Services provider, and, as a result, Baby Basics shall not have any liability or responsibility for the privacy practices or other actions of Social Media Services that may be enabled within or otherwise accessible through the Site.

INFORMATION SECURITY

We take reasonable steps to ensure that your information is treated securely and in accordance with this Policy. Unfortunately, the Internet cannot be guaranteed to be 100% secure, and we cannot warrant the security of any information you provide to us.

By using our Site or the Services and providing Personal Information to us, you agree that we may communicate with you electronically regarding security, privacy, and administrative issues relating to your use of the Site or our Services.

INTERNATIONAL USERS

Our Services are designed for users in the United States. If you are visiting from the European Union or other regions with laws governing data collection and use, by voluntarily providing Personal Information through our Services you acknowledge and agree that such Personal Information may be transferred from your current location to the offices and servers of Baby Basics and the authorized third parties referred to herein located in the United States.

THIRD PARTY SITES

Our Services may contain links to third party websites whose privacy practices may differ from ours. We are not responsible for the privacy policies or practices of linked third party sites. We encourage you to carefully read the privacy policy for each website you visit.

UPDATE YOUR INFORMATION OR ASK A QUESTION

Modification or Deletion of Personal Information. If you need to change or correct any Personal Information provided to us, or wish to have all Personal Information we have collected removed from our files, please contact us at the following email address: info@babybasicsinc.org.

Questions. If you have any questions or concerns about this Policy or the use of your information, please contact us at the following email address: info@babybasicsinc.org

CHANGES TO OUR POLICY

We may update this Policy at any time without prior notice to reflect changes in our practices. Revisions to this Policy are effective upon posting. You should periodically visit this page to review the current

version of our Policy. Your continued use of the Site or the Services after any changes or revisions to this Policy shall indicate your agreement with the terms of such revised Policy.

CONTACT US

You may contact us as follows: by email, at info@babybasicsinc.org, or by regular mail by writing at Baby Basics, Inc., PO Box 920507, Needham, MA 02492.