

## **Crossroads Privacy Policy**

Crossroads for Kids (dba Crossroads) places a high priority on protecting your privacy. This privacy policy was created in order to demonstrate Crossroads' firm commitment to the privacy of our stakeholders and website users. This policy explains what types of information is collected by the Crossroads website, [www.crossroadsma.org](http://www.crossroadsma.org), and how this information is used.

### **What Personally Identifiable Information is Collected**

By using our website, you consent to the collection, use and sharing of information as described in this Privacy Policy. Crossroads stakeholders that visit [www.crossroadsma.org](http://www.crossroadsma.org) and individuals that sign up to receive e-communications voluntarily provide us with contact information (such as name and e-mail address). We may use this information for specific, limited purposes. You may always "opt out," either now or at any time in the future, if you do not wish to receive our messages.

### **IP Addresses**

Crossroads uses your IP address to help diagnose problems with our server, to administer [www.crossroadsma.org](http://www.crossroadsma.org) and for statistical metrics used to track website visitor traffic.

### **Cookies**

[www.crossroadsma.org](http://www.crossroadsma.org) uses "cookie" messages to automatically help provide better services. They remind us who you are and your preferences for our website based on what you've done and told us before. The "cookie" is placed in your computer and is read when you come back to our website. Cookies let us take you to the information and features you're particularly interested in. They also let us track your usage of [www.crossroadsma.org](http://www.crossroadsma.org) so we know which parts of our sites are most popular. You can reject cookies or cancel them by instructing your Web browser accordingly.

Crossroads uses web analytics and tag management services and tools provided by partners like Google to collect certain information relating to your use of the website. You can find out more about how Google uses data when you visit our websites by visiting: <https://policies.google.com/privacy>

Crossroads deploys the Facebook pixel on our website. The Facebook Pixel may enable Facebook to match website visitors with their Facebook User Accounts. You can find out more about how Facebook uses data from the crossroads website by visiting: <https://www.facebook.com/policy.php>

### **How Your Information May Be Used**

We use your personal information to provide you with personalized service; to send e-mail alerts to you; to answer your requests; to process your membership application; etc. You may choose to opt out at any time, which will cease all communications from us. We may also use your information to track visitor of our website. This lets us see which of our features are the most popular so we can better serve our users' needs. It also lets us provide aggregate data about our traffic (not identifying you personally, but showing how many visitors used which features, for example) to outside parties

### **Email Privacy**

Crossroads does not provide, sell, or rent email addresses to anyone outside the organization.

### **External Links**

[www.crossroadsma.org](http://www.crossroadsma.org) includes links to external websites. These links do not fall under the [www.crossroadsma.org](http://www.crossroadsma.org) domain, and Crossroads is not responsible for the privacy practices or the content of external websites. Your use of any linked website is solely at your own risk.

### **Modifications**

We may amend this privacy policy from time to time; please review it periodically. We maintain the option to modify this privacy at any time by electronic notice posted on our website. Your continued use of our website after the date that such notices are posted will be deemed to be your agreement to the changed terms.