



## Madison Birthday Boost, Inc. Privacy Policy

(Last updated March 14, 2026)

Your privacy is important to us. Madison Birthday Boost, Inc. ("MBB" or "we" or "us") has a strong commitment to respecting concerns about privacy. Below are the guidelines we use for protecting the information you give us or we obtain when you use MadisonBirthdayBoost.org ("Website"). By using this Website, you consent to the data practices described in this Privacy Policy. If you do not agree with the data practices described in this Privacy Policy, you should not use the Website.

### Important Information

**Definitions.** For purposes of this Privacy Policy, the following terms are defined below.

- **"Personal Information"** means any personally identifiable information that you voluntarily submit to us, including contact information, such as your name, e-mail address, physical address, phone number, and other information about yourself or your business.
- **"Navigational Information"** means information about your computer and your visits to this Website such as your IP address, geographical location, browser type, operating system, referral source, time and length of visit, and pages viewed.
- **"Public Information"** means information about you that is available on the internet, such as from Facebook, LinkedIn, and Twitter, and publicly-available information that we acquire from other service providers.

### Information We Collect

**Personal Information.** We do not automatically collect Personal Information from your computer when you browse this Website. When you look to access specific resources, we may request that you provide Personal Information. This means that unless you voluntarily and knowingly provide us with Personal Information, we will not know your name, your email address or any other personally identifiable information about you.

You may decide to send us your Personal Information via this Website if you sign up to volunteer, seek more information about MBB, request to attend one of our events, or for other similar purposes. Your decision to disclose your Personal Information is entirely voluntary and, by doing so, you are providing us with specific consent to use your Personal Information only for the purposes for which you have disclosed it to us.

MBB may access and use your Personal Information only for the purposes for which you have submitted it to us to: (a) provide information to you; (b) contact you; (c) volunteer; or (d) maintain the operations and security of the Website. We will not use your Personal Information for any other purposes unless we have your specific consent to do so.

**Navigational Information.** We automatically collect and store Navigational Information from all users, including those with "Do Not Track" signals enabled in their web browsers.

- **Cookies.** We use "cookies" to help you personalize your online experience. A cookie is a text file that is placed on your hard disk by a web server. Cookies are not used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you and can only be read by a web server in the domain that issued the cookie to you.

One of the primary purposes of cookies is to provide a convenience feature to save you time. The purpose of a cookie is to tell the web server that you have returned to a specific page. For example, if you personalize pages on our Website, or sign up to volunteer with us, a cookie helps us to recall your specific information on subsequent visits. When you return to the same Website, the information you previously provided can be retrieved, so you can easily use the features that you customized.

You may accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. If you choose to decline cookies, you may not be able to fully experience the interactive features of our Website.

We also keep track of the pages you visit within our Website to determine what portion of the site is the most popular. This data is used to deliver customized content and promotions to visitors whose behavior indicates that they are interested in a particular subject area.

- **Log Files.** We also collect information about your computer hardware and software such as: your IP address, browser type, domain names, access times and referring Website addresses. This information is used to provide general statistics regarding use of the Website. For these purposes, we do link this automatically collected data to any of your Personal Information.

**Declaration of Third-Party Service Providers.** To make an informed decision on whether to provide your Personal Information to us, we need to make you aware of the

organizations that act as data processors for us in the provision of our services to you ("Third-Party Service Providers"): Google, LLC, a provider of technology services, based in the United States.

We may use Third-Party Service Providers to assist us with collecting and using Personal Information as described in this Privacy Policy. Third-Party Service providers are not permitted to use or store Personal Information for their own purposes.

**Information About Children.** Consistent with the Children's Online Privacy Protection Act of 1998, we do not knowingly or intentionally collect information from anyone under the age of under 13. If you believe that we have collected information about a child under 13, please contact us by clicking the "Contact Us" link so we may delete the information.

### **How We Use Information We Collect**

**We Never Sell Personal Information.** We will never sell your Personal Information with any Third-Party. MBB will not share Personal Information with third parties except to our Third-Party Service Providers. Our Third-Party Service Providers do not collect, use, share, or store Personal Information except as necessary to provide contracted services to MBB.

**Use of Personal Information.** In addition to providing services and the uses identified elsewhere in this Privacy Policy, we use your Personal Information to:

- Improve your browsing experience by personalizing the Website;
- Improve and solicit your feedback regarding MBB;
- Send information to you which we think may be of interest to you; and,
- Send you newsletters and other marketing communications relating to MBB.

**Use of Navigational Information.** We use Navigational Information to operate and improve our Website. We may also use Navigational Information to provide you with personalized information about MBB and our products when you visit our Website. Finally, Navigational Information may be used in combination with Personal Information and Public Information to send you personalized information about MBB. We may use Third-Party Service Providers to assist us with collecting and using Navigational Information as described in this Privacy Policy.

**Use of Public Information.** In addition to the uses identified elsewhere in this Privacy Policy, we may use Public Information to:

- Send information to you which we think may be of interest to you; and,

- Send you newsletters and other marketing communications relating to MBB.

**Testimonials and Comments.** We post volunteer, partner and user testimonials and comments on our Website, which may contain Personal Information. We obtain each person's consent via email prior to posting the person's name and testimonial.

**Third-Party Links.** MBB has not reviewed all the sites linked to its website and is not responsible for the contents of any such linked sites. The inclusion of any link does not imply endorsement by MBB of this site. Use of any such linked websites is at the user's own risk.

**Security of your Personal Information.** We take strict security precautions to protect your Personal Information. We permit only authorized agents and Third-Party Service Providers, who are trained in the proper handling of Personal Information, to have access to your Personal Information.

**Compelled Disclosure.** We reserve the right to use or disclose your Personal Information if required by law or if we reasonably believe that use or disclosure is necessary to protect our rights or to comply with a law, court order, or legal process.

**Email Mailing List and Marketing Messages.** We operate an email mailing list program, used to inform subscribers about our events, volunteer opportunities and other news about MBB. Users can subscribe through an online automated process. Subscriber personal details are collected, processed and managed or stored in accordance with this Privacy Policy. Subscribers can unsubscribe at any time by contacting MBB by clicking the "Contact Us" link.

**Changes to this Privacy Policy.** We may update this Privacy Policy from time to time by posting a new version online. Any updates to the Privacy Policy are effective when the updated Privacy Policy is posted on the Website. You should check this page occasionally to review any changes to the Privacy Policy. Your continued use of the Website and/or continued provision of Personal Information to us will be subject to the terms of the then-current Privacy Policy.

### **Opting Out and Unsubscribing**

**Reviewing, Correcting and Removing Your Personal Information.** If you provide us with your Personal Information, you have the following rights with respect to that information:

- To review any Personal Information that you have supplied to us;
- To request that we correct any errors, outdated information, or omissions in the Personal Information that you have supplied to us;

- To request that your Personal Information is not used to contact you to the extent permitted by law; and;
- To request that your Personal Information be removed from any solicitation list that we use.

To exercise any of these rights, please contact us by clicking the "Contact Us" link. We will promptly change, correct, or delete your Personal Information and notify you of the action we have taken.

**To Unsubscribe From Our Communication.** You may unsubscribe from our marketing communications by clicking on the "unsubscribe" link located on the bottom of **our** emails, or by contacting us by clicking the "Contact Us" link.

**Contacting MBB.** If you have any questions, concerns or requests for additional information about this Privacy Policy, please contact:

Madison Birthday Boost, Inc.  
Attn: President  
3506 Country Grove Drive  
Madison, WI 53719  
Email: [info@madisonbirthdayboost.org](mailto:info@madisonbirthdayboost.org)