

# Privacy Policy

*Last updated: May 22, 2025*

Meeting Essential Needs with Dignity, Inc. (“MEND”, “we,” “us,” or “our”) is committed to respecting your privacy and protecting your personal information. This Privacy Policy explains how we collect, use, store, and share your information when you visit our website at mendnj.org or interact with us through other means. By using this Site or voluntarily providing personal information to us, you consent to the terms of this Privacy Policy. If you do not agree to the policy, please do not use the Site.

## 1. Information We Collect

We may collect the following types of information:

- Personal Information You Provide: Name, email address, mailing address, phone number, donation information, or other details you voluntarily submit through forms, event registrations, or donations.
- Automatically Collected Information: IP address, browser type, device information, pages visited, and usage data collected through cookies and similar technologies.
- Other Information: Any other information you choose to provide in communications with us.

## 2. How We Collect Information

We collect information in the following ways:

- When you fill out forms on our website (e.g., contact, newsletter signup, donation forms).
- Through cookies and similar tracking technologies that collect usage and analytics data.
- When you communicate with us via email or other channels.
- When you verbally opt-in to text messages, either in person at our physical location or partner sites, or over the phone if you call our business.
- When you sign up for services from MEND through one of our partner organizations

## 3. How We Use Your Information

We use your information to:

- Process donations and send donation acknowledgments.
- Respond to your inquiries and provide requested information.
- Send newsletters, updates, and event information (with your consent).
- Improve our website and services through analytics.
- Provide the requested products and services from MEND.
- Comply with legal obligations.

## 4. Sharing Your Information

We do not sell your personal information nor share your data with third parties for non-MEND promotional purposes. We may share your information:

- With trusted third-party service providers (e.g., payment processors, email platforms) who assist us in operating our website and conducting our activities.
- As required by law, such as to comply with a subpoena or similar legal process.
- With your consent or at your direction.

### Mobile opt-in

Mobile opt-in information and consent are never shared with third parties for any purpose. Any information sharing that may be mentioned elsewhere in this policy excludes mobile opt-in data.

### Messaging Terms and Conditions

By providing your phone number and agreeing to receive texts, you consent to receive text messages from MEND. These may include:

- Conversational messages from 862-250-5216 and/or 862-206-3627
- Customer care messages from 862-206-3627
- Occasional texts from trusted online donation platforms related to specific fundraising events you have opted into or given consent for.

Message frequency varies. Message & data rates may apply. You can reply STOP to unsubscribe at any time or HELP for assistance. You can also contact us at 862-250-5216 or [info@mendnj.org](mailto:info@mendnj.org).

## 5. Cookies, Tracking Technologies, and Other Aggregate Information

We use cookies and similar technologies to enhance your experience, analyze usage, and improve our website. You can control cookie preferences through your browser settings.

### Social Media

We maintain a social media presence, such as a Facebook page, an Instagram page, LinkedIn Page, and Vimeo. You can interact with us through social media, such as by posting content, sharing material from our Site, and using our social media plug-ins. When you interact with us using social media, we may receive information such as your user ID, your profile picture, photos you post, and similar information, which is often determined by your privacy settings at social media sites. We may use the information for the same types of purposes we describe throughout this Privacy Policy. Your use of social media sites is governed by the site operators' privacy policies and terms of service, and the information you share with us and with others is largely controlled by the privacy settings you have established at those sites.

### **Third-party websites**

Our website may contain links to third-party sites. We are not responsible for the privacy practices or content of those sites. Please review their privacy policies separately.

## **6. Data Security**

We implement reasonable security measures to protect your information from unauthorized access, disclosure, alteration, or destruction. However, no method of transmission over the internet or electronic storage is 100% secure.

## **7. Your Rights and Choices**

Depending on your location, you may have rights regarding your personal information, such as:

- Accessing the personal data we hold about you.
- Requesting corrections or deletions.
- Opting out of receiving marketing communications.
- Withdrawing consent where applicable.

To exercise these rights, contact us at [info@mendnj.org](mailto:info@mendnj.org).

## **8. Changes to This Privacy Policy**

We may update this policy from time to time. We will notify you of any significant changes by posting the new policy on this page with a new effective date.

## **9. Contact Us**

If you have questions or concerns about this Privacy Policy or our data practices, please contact us at:

Meeting Essential Needs with Dignity, Inc.  
P.O. Box 1304  
Maplewood, NJ 07040

[info@mendnj.org](mailto:info@mendnj.org)

862-250-5216