



Privacy Policy

Introduction

This privacy policy (“Privacy Policy”) applies to the website of **WAKE (Women’s Alliance for Knowledge Exchange)** a fiscally sponsored project of the Tides Center, a California nonprofit public benefit corporation (“Tides”, “we”, “us”, “our”), located at <https://www.wakeinternational.org/> (the “Website”). This Privacy Policy describes how we collect, use, protect, and disclose information collected about individuals who visit and engage with us through the Website.

Tides believes in transparent, respectful, lawful use of Personal Information (defined below). By visiting the Website or providing information to us via the Website, you are consenting to the terms of this Privacy Policy as well as our [Terms of Use](#). If you do not agree to the terms of this Privacy Policy, please do not use the Website.

Personal Information We Collect

“Personal Information” broadly includes any information that identifies, relates to, describes is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer or household; “Personal Information” also includes any other information that constitutes “personal information” or “personal data” under any privacy or data protection law that applies to Tides and the Website. Data that is aggregated or anonymized is not Personal Information.

Sources of the Personal Information We Collect

Information Submitted by You

As a general matter, we collect information, including Personal Information – such as name, email address, or mailing address – only when you voluntarily choose to provide it to us through your interactions with the Website. For example, we may collect your Personal Information when you: subscribe to email newsletters from us; sign up to receive information about our work, programs, initiatives, or events; fill out a “Contact Us” or other online form to ask a question or request information; communicate with us via email; or make a donation through the Website (see also “*Information Collected From and About Our Donors*” below).

Information Collected Automatically via Technology, Including Cookies

We may obtain information in other ways through technology, some of which may be linked to you personally or constitute Personal Information. For example, when you visit our Website, we may automatically collect the Internet Protocol (IP) address of the computer, mobile, or other device you used to access the Website, the type of browser and operating system you used, the date and time you visited the Website, the Internet address of the site from which you linked to the Website, or the links you follow from the Website.

We may also use “cookies” to enhance your experience while visiting the Website. “Cookies” are small pieces of data sent to your computer browser from our web server and stored on your computer’s hard drive. This data identifies you as a unique user and facilitates your ongoing access to and use of the Website. Tides and its Service Providers (defined below) may also use cookies to measure aggregate web statistics, such as collecting the number of visitors to the Website, the number of repeat visitors, and the most popular webpages.

Please note that you may choose to set your web browser to refuse or delete cookies, or to alert you when cookies are being sent. If you choose to turn off cookies, however, some parts of the Website may not function properly. If you block or delete cookies, not all the tracking that we have described in this Privacy Policy will stop.

Finally, we use Google Analytics, which uses cookies, to help us analyze how users use the Website. That use may be subject to the Google Analytics Terms of Use and Google Privacy Policy. Additional information is available here: <https://policies.google.com/technologies/partner-sites>. You have the option to opt out of Google’s use of cookies by using the Google Analytics Opt-out Browser add-on at: <https://tools.google.com/dlpage/gaoptout/>.

We note that some web browsers may be configured to send “Do Not Track” signals to online services you visit. We do not currently respond to “Do Not Track” or similar signals.

Information Collected via Third-Party Sources

Lastly, we may collect information about you (i) when you interact with Tides’ pages or accounts on social media platforms (e.g., click on our social media links and/or provide information to us on those accounts), (ii) through third party sources, including your organization or company, or (iii) from our third-party Service Providers (defined below) acting on our behalf, for example when you make a donation to Tides through our third-party donations processor(s). For more information, please see the sections below.

Information Collected from and About Our Donors

In addition to the data collected from all Website visitors, we may collect additional Personal Information from donors who donate through the Website (“Donors”), which may include the name and address of the donor and types and amounts of the donation.

In addition to the uses of Personal Information described below in the section titled “How Tides Uses the Information It Collects,” we use such information collected from Donors to process donations, issue tax receipts and analyze giving patterns.

Online donations to Tides are facilitated by our non-affiliated Service Providers (defined below). If you chose to donate, you will be linked to our Service Providers’ websites, which are subject to separate privacy policies and other terms and conditions. In some cases, these other websites may be made available via “framing technology” and may appear to be a part of the Website. We urge you to familiarize yourself with the individual terms of each linked or framed site prior to submitting any Personal Information. We are not responsible for the data collection, privacy and information sharing policies and procedures or the content of such websites.

How We Use the Information We Collect

We use the information described in this Privacy Policy primarily to communicate with you and to enhance your experience on the Website. More specifically, we may use Personal Information to: operate the Website and provide our services to you; respond to specific inquiries and requests; add you to our mailing or marketing lists; deliver relevant ads or content to you; manage, supervise or send our newsletters and other communications; contact you regarding an employment opportunity or application; process any registration or similar information you provide; improve our services, sites, facilities, events and other programmatic operations; communicate with you about a donation or processing a transaction; better understand how visitors use the Website so that we can improve the Website or its offerings; or comply with applicable law, court order, subpoena, or legal process.

How We May Disclose Personal Information

We may disclose your Personal Information to the following third parties and/or in connection with the following purposes. We do not sell your Personal Information to any third parties for any purpose.

Affiliated Entities

We may disclose your Personal Information to related entities such as Tides Foundation or Tides Network (our “Affiliates”), and their employees and agents, to help us operate the Website and administer services on our behalf, process applications for employment, or for reporting or other purposes.

Third-Party Service Providers

We and our Affiliates use various third-party service providers (which may include, e.g., donations processor(s), fraud screening providers, analytics providers, hosting providers and other third-party service providers) (collectively, “Service Providers”) to help us operate the Website and administer certain functions, services or activities on our behalf. We may disclose your Personal Information to such Service Providers to collect donations online, process applications for employment, provide analytics, maintenance or site improvement, or provide operational support. These Service Providers may have access to Website visitor Personal Information but are required to protect the confidentiality of the information and to use it only for the limited purpose for which it was provided.

Compliance with Laws, Law Enforcement Requests and to Protect Others.

We will disclose Personal Information about those who use the Website or communicate with us when required to do so by law, or in the good faith belief that such action is necessary to comply with applicable laws, or to respond to a court order, subpoena, or search warrant. We may also disclose Personal Information if we reasonably, and in good faith believe it is necessary to protect the rights, property, and safety of you, us or others, including our Service Providers or other visitors to the Website. We may transfer or otherwise disclose your Personal Information in connection with a merger, acquisition, bankruptcy, or other transaction in which a third party assumes control of all or part of our business.

User Consent / Other Services

From time to time, we may explicitly request consent to use your Personal Information in a manner not covered by this Privacy Policy. In such a circumstance, we would ask you to voluntarily “opt in” to agree to such use. In addition, communications through the Website may lead to additional partnership opportunities and engagements, including in relation to grantmaking, programmatic or other collaborative partnerships. Tides may collect and use additional information in relation to those interactions, in each case as appropriate to the relationship between the parties, but which is beyond the scope of this Privacy Policy.

Aggregated Data

Tides may disclose aggregated or anonymous demographic information not linked to any Personal Information regarding visitors to the Website with third parties without restriction, including in connection with maintaining, improving, and fixing any operational errors on the Website.

How We Protect Your Information

We are committed to keeping your Personal Information safe and secure. Therefore, we maintain several organizational, technical and physical measures designed to protect the Personal Information we collect. Even so, despite our reasonable efforts, no security measure is ever perfect or impenetrable, and we cannot guarantee the absolute security of your Personal Information. You are also responsible for keeping your Personal Information secure; for example, you should make sure you only use trusted wireless connections in transmitting any Personal Information.

If you provide credit card information to donate, your credit card information is not stored, held or accessible by Tides. Instead, such information is collected by our third-party Service Providers specializing in the secure processing of credit or debit card transactions. To the extent a Service Provider is used to process any donations, your information will only be used by the Service Provider in connection with processing related to the donation.

We comply with all applicable laws governing the retention, management, and destruction of donor information collected and maintained by Tides.

Third-Party Websites

For your information and convenience, this Website may contain links to third-party sites or services (e.g., a “share” function for social media platforms). We do not own, operate or control these websites or services, nor content or links that appear on such third-party websites, and we are not responsible for the practices employed by websites linked to or from the Website. Browsing and interaction on any other website, including websites that have a link to or from the Website, is subject to that website’s own terms and policies.

Minors and Our Commitment to Children’s Privacy

We do not knowingly collect any Personal Information from anyone under the age of 13 or knowingly track the use of the Website by minors. Additionally, no part of the Website is directed to persons under the age of 13. If we become aware of having collected or maintained Personal Information about anyone under the age of 13, we will promptly delete the information.

Visitors from Outside the United States

This Website is controlled and operated in the United States. If you choose to access the Website from outside the United States, you acknowledge that you will be transferring your information, including Personal Information, outside of those regions to the United States for storage and processing, as necessary to provide to you the products and services available through the Website

Changes to This Policy

We may update this Privacy Policy at any time. When we do, we will change the “Last Updated” date at the bottom of this page. We encourage you to frequently check this page to stay up to date on any changes. You acknowledge and agree that it is your responsibility to review this Privacy Policy periodically and become aware of any modifications since your last visit. Your continued use of the Website following the posting of changes to this Privacy Policy will be deemed your acceptance of those changes.

Contact Information

If you have any questions or comments about this Privacy Policy or anything relating to the Website, please contact us connect@wakeinternational.org

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