

PRIVACY POLICY

Effective Date: June 23, 2026

We make every effort to ensure the privacy and security of information you share with us online.

This Privacy Policy explains how information about you is collected, used, and disclosed by April Montgomery for NC House District 51 (the “Campaign,” “we,” “our,” or “us”). This Privacy Policy applies to information we collect when you use our website and other online services that link to this Privacy Policy (collectively, the “Site”) or when you otherwise interact with us.

We may update this Privacy Policy from time to time. If we make material changes, we will notify users by revising the effective date at the top of this policy and, where appropriate, by providing additional notice (such as posting a notice on our website or sending an email notification). We encourage you to review this Privacy Policy periodically.

The purpose of this website is to share information about political and policy issues and encourage civic participation, including voter registration, volunteering, and lawful political engagement. The forms, surveys, petitions, and other features on this website are intended for residents of the United States.

COLLECTION OF INFORMATION

Information You Provide to Us

We collect information you provide directly to us. For example, we collect information when you fill out forms, make donations, sign up for email or text updates, volunteer, register for events, complete surveys or petitions, contact us by email, phone, or social media, or otherwise request campaign information. The types of information we may collect include your name, email address, mailing address, phone number or mobile number, payment information, occupation and employer (where legally required), and any other contact or identifying information you choose to provide.

If you make a political contribution, campaign finance laws may require us to collect and disclose certain donor information, including your name, address, occupation, and employer once contributions exceed applicable reporting thresholds. These records may become publicly available through government reporting systems.

We do not store full payment card information on our servers. Payment processing is handled by secure third-party payment processors.

Information Collected Automatically

When you access or use our Site, we may automatically collect certain information about your device and usage of the Site. This may include log information such as your browser type, access

times, pages viewed, IP address, and the website you visited before navigating to our Site. We may also collect device information, including the type of device you use, operating system, browser version, device identifiers, and mobile network information. In addition, we use cookies, tracking pixels, analytics tools, and similar technologies to improve website functionality, measure traffic and user engagement, evaluate campaign effectiveness, and personalize content and outreach.

Cookies are small files stored on your device. You can adjust browser settings to disable cookies, though doing so may affect website functionality.

Information From Other Sources

We may obtain information from publicly available sources, voter files where legally permitted, social media platforms, data vendors, or partner organizations and combine that information with data collected through our Site.

USE OF INFORMATION

We may use the information we collect for a variety of purposes, including to operate and improve the Site, process donations and transactions, send campaign updates, newsletters, and alerts, and respond to inquiries and requests. We may also use your information to provide event details, recruit volunteers, conduct voter outreach and civic engagement efforts, and remind you to vote or register to vote. In addition, we may analyze campaign effectiveness, personalize communications, comply with legal obligations, and protect against fraud, misuse, or other unlawful activity.

We may also use information for any other purpose disclosed at the time of collection.

SHARING OF INFORMATION

We may share information we collect with vendors, consultants, and service providers who perform services on our behalf, as well as with campaign staff, contractors, and authorized volunteers who need access to such information to support campaign operations. We may also share information with political organizations, committees, advocacy groups, or other aligned organizations where legally permitted. In addition, we may disclose information to comply with campaign finance reporting requirements, legal processes, or government requests, or when necessary to protect the rights, safety, and property of the Campaign or others. We may also share information with your consent or at your direction.

We may also share aggregated or anonymized information that does not identify individuals.

Text Messaging

If you opt in to receive text messages from the Campaign, you consent to receive recurring automated or manual campaign text messages.

Message and data rates may apply. Message frequency varies. Reply STOP to unsubscribe or HELP for assistance.

Text messaging originator opt-in data and consent will not be shared with any third parties unless required by law.

TERMS AND CONDITIONS

You agree to receive informational messages (event reminders, campaign notifications, etc.) from April Montgomery for NC House District 51. Message frequency varies. Message and data rates may apply. For help, reply HELP or email us at info@aprilmontgomeryfornc.com. You can opt out at any time by replying STOP.

THIRD-PARTY SERVICES

Our Site may link to third-party services, such as donation processors, voter registration tools, social media platforms, or event services. Any personal information you provide directly to those third parties is governed by their privacy policies, not ours.

We encourage you to review those policies before providing personal information.

SOCIAL SHARING FEATURES

Our Site may include social sharing tools (such as social media share buttons). These features may collect information depending on the third-party platform and your privacy settings.

ADVERTISING & ANALYTICS

We may use third-party analytics and advertising tools, including website analytics providers, advertising platforms, remarketing tools, and conversion tracking services, to help us understand how users interact with our Site, measure campaign performance, improve outreach efforts, and deliver more relevant communications and advertisements.

These providers may use cookies or similar technologies to collect information regarding your interactions with our Site and other websites.

This information may help us measure campaign performance, improve messaging, deliver more relevant advertising, and better understand supporter engagement and interactions with our campaign.

You may opt out of certain behavioral advertising through industry opt-out tools.

DATA RETENTION

We retain personal information only for as long as necessary to support campaign operations, comply with legal obligations, satisfy recordkeeping requirements, resolve disputes, and enforce applicable agreements or policies.

Certain campaign finance records may be retained for longer periods as required by law.

SECURITY

We maintain administrative, technical, and physical safeguards designed to protect personal information against unauthorized access, loss, misuse, or alteration.

These safeguards may include encryption of data in transit, access controls, secure hosting environments, vendor security reviews, and limited internal access to personal information on a need-to-know basis.

No internet transmission or storage system is completely secure, and we cannot guarantee absolute security.

PRIVACY RIGHTS

Residents of certain states may have rights regarding their personal information, including rights to request access, correction, deletion, or restriction of certain data, subject to legal exemptions.

Some exemptions may apply to political organizations and campaign-related records.

Our Site is not intended for children under 13, and we do not knowingly collect personal information from children under 13 without appropriate consent.

If we learn we have collected such information, we will take steps to delete it.

Most browsers accept cookies by default. You can modify browser settings to remove or reject cookies.

You may unsubscribe from campaign emails at any time by clicking the unsubscribe link included in emails.

Reply STOP to any campaign text message to unsubscribe.

Please note that legal donation records may still be retained as required by law.

CONTACT US

If you have questions regarding this Privacy Policy, please contact:

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