Privacy Policy

Effective Date: May 28, 2025

At Pediatric Cancer Research Foundation (PCRF), we value and respect the privacy of our donors and constituents. This policy outlines how we protect your information, what information we keep confidential, and how we use your information. By implementing this Privacy Policy, we aim to maintain trust and confidence in our organization while safeguarding the privacy of our generous supporters.

Information We Collect

Personal information you provide directly: When you interact with us, such as by donating, signing up for updates, or contacting us, we may collect:

- Full name.
- Mailing address.
- Email address.
- Telephone number.
- Donation/payment details (processed through third-party providers).
- Communication and marketing preferences.
- Tribute recipient details (if applicable).

Personal information we may automatically collect about you: When you access our website, we may automatically collect certain data, including:

- Your IP address. Every computer on the Internet has a unique address called an Internet Protocol ("IP" Address).
- Type of browser, operating system, platform type; software and hardware attributes; and unique device, advertising, and app identifiers.
- Date and time of access.
- Device type and screen resolution.
- Pages visited, time spent, and referring/exit URLs.
- Geolocation (if enabled).
- Cookies and tracking technologies.
- Mobile device information, including the type of device you use, operating system version, your device's telephone number (if it has one), the device identifier (or "UDID").
- Information provided by social networks, in accordance with your privacy settings on the social media platform.
- Inferences drawn from any of the information identified above, reflecting your preferences and characteristics.

Personal information we may receive from Third Parties: We may collect additional Personal Information about you:

- From our affiliates, partners or vendors, third-party websites, social media platforms, such as, but not limited, to Facebook, Twitter, Instagram, LinkedIn ("Social Media Platforms"), and/or sources providing publicly-available information (e.g., from the U.S. Postal Service) to help us provide the Services to you, confirm, enhance, or supplement our existing information about you (e.g., with your consent, background checks for credit history), help prevent fraud, maintain security, and for fundraising and other business purposes.
- From third party vendors to provide publicly available information to enrich your personal information specifically related to donations.
- The Personal Information we collect is covered by this Privacy Policy, and the information the third-party website or social media platform collects is subject to the third-party website or platform's privacy practices. We encourage you to review the privacy statements of websites you choose to link to from PCRF so that you can understand how those websites collect, use, and share your Personal Information. PCRF is not responsible for the privacy statements or other content on websites outside of PCRF. You are responsible for reading those privacy statements on third party websites.

How We Use Your Information

All data collected will be kept confidential and accessed only by authorized personnel responsible for donor relations, fundraising, or financial administration.

- Process and acknowledge donations
- Send tax receipts and donor acknowledgments
- Inform tribute recipients of donations made in their honor/memory
- Communicate about our programs, events, and appeals
- Manage volunteer applications and event participation
- Improve website performance and outreach strategies
- Respond to inquiries and requests
- Comply with legal obligations

SMS/MMS/Text Messaging

We may send you SMS/MMS/text messages related to:

- Donation receipts and confirmations.
- Thank you messages.
- Appeals, asks for support or general updates.
- Campaign reminders and event notifications

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We will clearly include our name, Pediatric Cancer Research Foundation, within the message so you know it is coming from us.

You can opt out at any time by replying “STOP” to any message. Message and data rates may apply based on your mobile provider. We do not share your phone number with unaffiliated third parties for their own marketing purposes.

Tribute (Honor/Memorial) Donations

If you make a donation in honor or memory of someone, we may share your full name, mailing address, email address, and telephone number with the tribute recipient or their family unless you request anonymity. Donation amounts are not disclosed unless you expressly authorize it.

Sharing Your Information

PCRF does not sell or rent personal information. We may share it only as needed with:

- Trusted service providers (e.g., payment processors, email platforms)
- Tribute recipients, as described above
  Legal authorities, when required to comply with law or protect rights

Third Parties

The Organization may disclose voluntarily-provided personal information such as name and contact information to third parties without a donor’s consent or when required by applicable law or regulation, including but not limited to the following:

- Third-party auditors who are authorized to review donor and prospect records as required for the purposes for which they are engaged.
- The names of donors, and their level of giving, may be identified in the Organization’s annual tax filings, annual reports, on the Organization’s website, and/or in similar public relations communications issued in conjunction with the Organization’s charitable purpose.
- Subject to applicable law and regulation, the Organization will not publish the specific dollar amount of any donor’s gift without the permission of the donor.

Donor Recognition

We respect the preferences of our donors regarding public recognition and will honor any requests for anonymity or non-disclosure. To request anonymity or non-disclosure, please email your request to us at donate@pcrf-kids.org.

With the donor's consent, we may publicly acknowledge and express gratitude for their support through various channels such as newsletters, annual reports, websites, or social media. However, specific gift amounts will not be disclosed without explicit permission.

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Cookies and Tracking Technologies

PCRF use “cookies” during a site visit. A cookie is a small file containing a string of characters that is sent to your computer when you visit a website or use an online service.

- Strictly necessary cookies for usability purposes and to comply with subscription preferences that our visitors have given us. No personal identifying data is collected, and the “cookie” is erased when the visit ends.
- Analytical cookies and scripts to measure website use and performance.
- Functional cookies to remember choices you make, to improve your experience, and to make your visits and use more tailored and enjoyable. The information these cookies collect may be anonymized and cannot be used to track your browsing activity on other websites.
- Tracking cookies that we and some of our third-party service providers may also use on a limited basis to measure the effectiveness of our marketing and to deliver targeted messages to users who have visited specific pages.

Furthermore, PCRF uses cookies, pixels, and similar technologies to:

- Enhance site functionality.
- Track user preferences.
- Analyze traffic patterns.
- Improve marketing effectiveness.

You can adjust your browser settings to disable cookies, though some features of the website may not function properly as a result.

Third-Party Links

Our website may contain links to third-party sites. We are not responsible for their privacy practices. Please review those sites’ policies independently.

Children’s Privacy

We do not knowingly collect personal data from children under 13. If we become aware that we have collected such data, we will promptly delete it.

Data Retention and Storage

We retain your personal information only for as long as necessary to fulfill the purposes described in this Privacy Policy. This includes maintaining donation records for legal and tax reasons, and communications records for support or outreach.

Appropriate physical, electronic, and managerial safeguards are in place to protect the data from unauthorized access, loss, or misuse.

Data is stored in secure, access-restricted environments using industry-standard technologies. When data is no longer needed, we securely delete or anonymize it.

Opt-Out Communications

You have the right to opt out of receiving future communications from our organization.

We provide clear and convenient methods for donors to manage their communication preferences, such as opting out of email newsletters or mailing lists.

We respect donor preferences and will promptly update our records to reflect any requested changes.

If you would like to opt out of receiving future communications from us, either use the method we provided to you in the communication, call us at 800.354.7273, or email your request to us at donate@pcrf-kids.org.

California Residents

Under California Civil Code Section 1798.83, also known as California's "Shine the Light" law, California residents with whom we have an established business relationship are entitled to request and receive, free of charge, once per calendar year, information about the customer information we shared, if any, with other businesses for their own direct marketing uses in the previous calendar year. To request a copy, please contact us at donate@pcrf-kids.org. Please be aware that not all information sharing is covered by the "Shine the Light" law requirements and only information on covered sharing will be included in our response.

Additionally, while the CCPA and CPRA currently exempt nonprofits, we voluntarily honor the spirit of these laws and you may request:

- Access to the personal information we have collected about you.
- Corrections or updates.
- Deletion of your data, subject to legal or operational exceptions.
- To opt out of marketing communications.

Please send requests to donate@pcrf-kids.org.

Colorado, Delaware and New Jersey Residents

This section of the Privacy Policy is supplemental and provides disclosures in addition to those made elsewhere in this Notice. This additional information is specific to Colorado, Delaware, and New Jersey residents. The categories of Personal Information we process about you is set forth in the sections entitled "Information We Collect" and "Cookies and Other Technology." The purposes for processing such Personal Information are set forth in the section entitled "How We

Use Your Information." We share the Personal Information we process about you with the third parties set forth in the section titled "Sharing of Information."

Under the Colorado Privacy Act ("CPA"), the Delaware Personal Data Privacy Act ("DPDPA") and the New Jersey Privacy Act ("NJPA"), you may have the following data protection rights:

- Confirm whether we are processing your Personal Information and access such Personal Information.
- Correct inaccuracies in your Personal Information, taking into account the nature of the Personal Information and the purposes of the processing of your Personal Information.
- Delete Personal Information provided by, or obtained about you.
- Obtain a copy of your Personal Information we process, in a portable and, to the extent technically feasible, readily usable format that allows you to transmit the data to another entity without hindrance.
- Opt out of the processing of Personal Information for purposes of:
    - Targeted advertising;
    - The sale of Personal Information; or
    - Profiling in furtherance of decisions that produce legal or similarly significant effects concerning you.

Please note that we do not engage in profiling in furtherance of decisions that produce legal or similarly significant effects concerning you, as defined by the CPA, the DPDPA, or the NJPA.

You may exercise the rights set forth above by contact us at donate@pcrf-kids.org, or by mail at the address below with "CPA Request" or "DPDPA Request" or "NJPA Request" on the subject line and in the body of your message.

In the event we deny your request, you may appeal our denial by contacting us in the same manner by which you submitted your request with "CPA Appeal" or "DPDPA Appeal" or "NJPA Appeal" on the subject line.

Our processing of your Personal Information via cookies and other technology as set forth in the section entitled "Cookies and Tracking Technologies" above may qualify as a "sale" and processing for targeted advertising purposes under the CPA, the DPDPA, and/or the NJPA. To opt out of certain sharing of Personal Information with our third-party analytics and digital advertising service providers, please contact us. Additional information about how to control cookies through your browser functionality is provided in the section entitled "Cookies and Tracking Technologies."

Legal Compliance

Our organization complies with all applicable laws and regulations regarding the collection, use, and protection of donor information, including data privacy and anti-spam legislation.

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In the event of a legal requirement, we may disclose donor information to comply with law enforcement requests, court orders, or other legal processes.

Updates to This Privacy Policy

We may update this Privacy Policy periodically. Any revisions will be posted to this page with an updated effective date. We encourage you to review the policy regularly.

By implementing this Privacy Policy, we affirm our commitment to protecting the privacy of our donors and constituents. We recognize the importance of trust and strive to maintain the highest standards of privacy and data security. If you have any questions or concerns regarding this policy or the handling of your information, please contact us.

Contact Us

For privacy-related questions or requests, please contact us at:

Philanthropy Services
Pediatric Cancer Research Foundation (PCRF)
2151 Michelson, Suite 180, Irvine, CA 92612
donate@pcrf-kids.org
800.354.7273
https://pcrf-kids.org