Last updated: February 2025

PRIVACY POLICY

Shepeard Community Blood Center's privacy policy outlines our practices regarding the collection, use, and disclosure of your information when you use our services. It also explains your privacy rights and the legal protections in place to safeguard your data.

We use your personal data to deliver and enhance our services. By using our services, you consent to the collection and use of your information, as outlined in this **privacy policy.**

INTERPRETATION AND DEFINITIONS

DEFINITIONS

You may see these phrases or words often throughout this policy agreement. For the purposes of this privacy policy:

- ➔ **Account** means a unique account created for you to access our service or parts of our service.
- ➔ **Affiliate** refers to any entity that controls, is controlled by, or is under common control with a party. In this context, "control" means owning 50% or more of the shares, equity interest, or other securities with voting rights for electing directors or other managing authorities.
- ➔ **Application** (also commonly referred to as an "app") means the software program provided by Shepeard Community Blood Center, downloaded by you on any electronic device, named Shepeard Community Blood Center.
- ➔ **Company** (referred to as either "the Company", "We", "Us" or "Our" in this Agreement) refers to Walter L. Shepeard Community Blood Center, Inc., 1533 Wrightsboro Rd, Augusta, GA 30904.
- ➔ **Cookies** are small files that are placed on your computer, mobile device, or any other device by a website, containing the details of your browsing history on that website among its many uses.
- ➔ **Country** refers to the United States of America.
- ➔ **Device** means any device that can access the service, i.e. a computer, a smartphone, or a digital tablet.
- ➔ **Personal Data** is any information that relates to an identified or identifiable individual.
- ➔ **Service** refers to the application, website, or both.

- ➔ **Service Provider** refers to any individual or legal entity that processes data on behalf of Shepeard Community Blood Center. This includes third-party companies or individuals hired to facilitate, provide, or support the service, as well as those assisting in analyzing its usage.
- ➔ **Usage Data** refers to data collected automatically–either generated by the use of the Service or from the Service infrastructure itself (for example, the duration of a page visit).
- ➔ **Website** refers to Shepeard Community Blood Center, accessible from https://www.shepeardblood.org
- ➔ **You** means any individual accessing or using the service.

COLLECTING AND USING YOUR PERSONAL DATA

TYPES OF DATA COLLECTED

Personal Data

While using our services, we may ask you to provide us with certain personally identifiable information that can be used to contact or identify you. Personally identifiable information may include, but is not limited to:

- Email address
- First name and last name
- Phone number
- Address, city, state, province, and/or zip code
- Usage Data

Usage Data

Usage data is collected automatically when using our services.

- **Usage data** may include information such as your device's Internet Protocol (IP) address, browser type and version, the pages you visit on our service, the date and time of your visit, the duration of your visit, unique device identifiers, and other diagnostic data.
- When accessing the service through a mobile device, we may automatically collect additional information, including but not limited to: the type of mobile device you use, your device's unique ID, its IP address, operating system, mobile internet browser type, unique device identifiers, and other diagnostic data.
- Additionally, we may collect information transmitted by your browser whenever you visit our service, whether accessed via desktop or mobile device.

Information Collected while Using the Application

While using our application, we may collect location information with your prior permission to provide and enhance certain features of our service.

This information helps us improve and customize your experience. It may be uploaded to the company's servers or a service provider's server, or it may be stored locally on your device.

You can enable or disable access to your location data at any time through your device's settings.

Tracking Technologies and Cookies

We use **cookies** and similar tracking technologies to monitor activity on our service and store certain information. These technologies include beacons, tags, and scripts to collect data, track usage, and improve our service through analysis.

The tracking technologies we use may include:

- **Cookies or Browser Cookies:** A cookie is a small file placed on your device. You can set your browser to refuse all cookies or notify you when a cookie is being sent. However, if you do not accept cookies, some parts of our service may not function properly. Unless you adjust your browser settings to refuse cookies, our service may use them.
- **Web Beacons:** Certain sections of our service and emails may contain small electronic files known as web beacons (also called clear gifs, pixel tags, or single-pixel gifs). These help us count users who visit specific pages or open emails and gather website statistics, such as tracking the popularity of certain content and verifying system integrity.

Cookies can be either **persistent** or **session** cookies. Persistent cookies remain on your computer or mobile device when you go offline, while session cookies are deleted as soon as you close your browser.

We use both persistent and session cookies for the purposes set out below:

- **Necessary / Essential Cookies**
    - **Type:** Session Cookies
    - **Purpose:** These cookies are essential for providing you with services available through the website and enabling certain features. They help authenticate users and prevent fraudulent use of user accounts. Without

    - these cookies, the services you request cannot be provided. We use these cookies solely to deliver those services.
    - Administered by Shepeard Community Blood Center
- **Cookies Policy / Notice Acceptance Cookies**
    - **Type:** Persistent Cookies
    - **Purpose:** These cookies identify if users have accepted the use of cookies on the website.
    - Administered by Shepeard Community Blood Center
- **Functionality Cookies**
    - **Type:** Persistent Cookies
    - **Purpose:** These cookies help us remember your choices when you use the website, such as your login details or language preference. Their purpose is to provide you with a more personalized experience and to prevent you from having to re-enter your preferences each time you visit the website.

For more information about the cookies we use and your choices regarding cookies, please visit the Definitions section on cookies in our privacy policy.

USE OF YOUR PERSONAL DATA

Shepeard Community Blood Center may utilize your personal data:

- **To provide and maintain our service:** This includes monitoring the usage of our service.
- **To manage your account:** This allows us to manage your registration as a user of the service. The personal data you provide grants you access to different functionalities available to you as a registered user.
- **For the performance of a contract:** This covers the development, compliance, and fulfillment of the purchase contract for the products, items, or services you've purchased, or any other contract with us through the service.
- **To contact you:** We may contact you by email, phone, SMS, or other forms of electronic communication (e.g., mobile app push notifications) regarding updates, product information, services, or security updates, when necessary or reasonable.
- **To provide you with news and offers:** We may send you news, special offers, and general information about other goods, services, and events similar to those you've already participated in or inquired about–unless you have opted out of receiving such information.

- **To manage your requests:** This includes addressing and managing any requests you make to us.
- **For business transfers:** Your information may be used to evaluate or conduct business transactions like mergers, divestitures, restructuring, reorganizations, or asset transfers, including in bankruptcy, liquidation, or similar proceedings. Personal data about service users may be among the assets transferred.
- **For other purposes:** We may use your information for purposes like data analysis, identifying usage trends, measuring the effectiveness of promotional campaigns, and improving our service, products, marketing, and your overall experience.

We may share your personal information in the following situations:

- **With service providers:** We may share your personal information with service providers to monitor and analyze the use of our service, as well as to contact you.
- **For business transfers:** We may share or transfer your personal information during negotiations of, or in connection with, any merger, sale of company assets, financing, or acquisition of all or part of our business by another company.
- **With affiliates:** We may share your information with our affiliates, requiring them to honor this privacy policy. Affiliates include our parent company, subsidiaries, joint venture partners, or other companies we control or that are under common control with us.
- **With business partners:** We may share your information with our business partners to offer you specific products, services, or promotions.
- **With other users:** If you share personal information or interact in public areas with other users, that information may be viewed by all users and publicly distributed.
- **With your consent:** We may disclose your personal information for any other purpose with your consent.

RETENTION OF YOUR PERSONAL DATA

Shepeard Community Blood Center will retain your **personal data** only as long as necessary for the purposes outlined in this privacy policy. We will retain and use your personal data to comply with legal obligations (such as retaining data to meet applicable laws), resolve disputes, and enforce our legal agreements and policies.

Additionally, we will retain **usage data** for internal analysis purposes. Usage data is typically kept for a shorter period, unless it is used to enhance security, improve the functionality of our service, or if we are legally required to retain it for a longer period.

TRANSFER OF YOUR PERSONAL DATA

Your information, including personal data, is processed at Shepeard's operating offices and any other locations where the parties involved in the processing are based. This means that your data may be transferred to and stored on computers located outside of your state, province, country, or other governmental jurisdiction, where data protection laws may differ from those in your jurisdiction.

Your consent to this privacy policy followed by your submission of such information represents your agreement to that transfer.

Shepeard Community Blood Center will take all reasonable steps to ensure that your data is treated securely and in line with this privacy policy. No transfer of your personal data will occur to any organization or country unless adequate controls are in place to ensure the security of your data and other personal information.

DISCLOSURE OF YOUR PERSONAL DATA

Business Transactions
If Shepeard Community Blood Center is involved in a merger, acquisition, or asset sale, your personal data may be transferred. We will notify you before your data is transferred and becomes subject to a different privacy policy.

Law Enforcement
Under certain circumstances, Shepeard Community Blood Center may be required to disclose your personal data if mandated by law or in response to valid requests from public authorities (e.g., a court or government agency).

Other Legal Requirements
Shepeard may disclose your personal data in the good faith belief that such action is necessary to:

- Comply with a legal obligation
- Protect and defend the rights or property of Shepeard Community Blood Center
- Prevent or investigate possible wrongdoing in connection with our services

- Protect the personal safety of users of our services or the public
- Protect against legal liability

SECURITY OF YOUR PERSONAL DATA

The security of your personal data is important to us, but please remember that no method of transmission over the Internet or electronic storage is 100% secure. While we strive to use commercially acceptable measures to protect your personal data, we cannot guarantee its absolute security.

CHILDREN'S PRIVACY

Shepeard Community Blood Center's services do not address anyone under the age of 13. We do not knowingly collect personally identifiable information from anyone under the age of 13. If you are a parent or guardian, and you are aware that your child has provided us with personal data, please contact us. If we become aware that we have collected personal data from anyone under the age of 13 without verification of parental consent, we take steps to remove that information from our servers.

FOR INQUIRING DONORS UNDER THE AGE OF 18

If we need to rely on consent as a legal basis for processing your information, and your country requires consent from a parent, we may require your parent's consent before We collect and use that information.

LINKS TO OTHER WEBSITES

Shepeard Community Blood Center's services may contain links to other websites that are not operated by us. If you click on a third-party link, you will be directed to that third-party's site. We strongly advise you to review the privacy policy of every site you visit.

We have no control over and assume no responsibility for the content, privacy policies, or practices of any third-party sites or services.

CHANGES TO THIS PRIVACY POLICY

We may update this privacy policy occasionally. Any changes will be communicated by posting the new privacy policy on this page. We will also notify you via email and/or a prominent notice on our service before the changes take effect, and/or we will update the "Last updated" date at the top of the policy.

You are encouraged to review this privacy policy periodically for any updates. Changes to this privacy policy are effective once they are posted on this page.

CONTACT US

If you have any questions about this privacy policy, you can contact us:

- By email: info@shepeardblood.org
- By visiting this page on our website: https://www.shepeardblood.org/privacypolicy