



PRIVACY NOTICE

Effective Date: June 30, 2023

This Privacy Notice describes how The Brain Injury Association of Georgia ("Brain Injury Association of Georgia", "we", "us", or "our") collects, uses, shares, and protects your personal information when you interact with our website (braininjurygeorgia.com), communications we send, or our social media (the "Services"). This Privacy Notice explains the following:

[The Information We Collect](#)
[How We Use Information](#)
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Please note this Privacy Notice does not apply to websites or services that state they are offered under a different privacy notice. Please review the privacy notices on those websites and services directly to understand their privacy practices.

1. THE INFORMATION WE COLLECT

a. **Information You Give Brain Injury of Georgia.** When you interact with our Services, we may collect the following information from you:

- *Contact information:* This includes your name, email address, telephone number, and any other information you choose to include when you communicate with us.
- *Resource facilitation information:* If you seek assistance from Brain Injury of Georgia, this includes your name, email address, telephone number, race, and medical information, such as the relevant brain injury. If you provide us with personal information regarding another individual, you represent that you have that individual's consent to give us his or her information and to permit us to use the information in accordance with this Privacy Notice.
- *Transactional information:* If you make a donation or purchase, this includes your payment card or financial account information, billing address, and email address. Please note that our payment processor collects this information on our behalf and Brain Injury of Georgia does not itself collect or store payment card or financial account information.
- *Marketing information:* If you subscribe to our newsletter, this includes your name, email address, and mailing address.
- *Volunteer information:* If you apply to be a volunteer with us, this includes your name, email address, telephone number, and any additional information you choose to include in your application.
- *Customer service interactions:* This includes information you provide when you engage with Brain Injury of Georgia's customer service, including through telephone calls, surveys, and email correspondence.

- *Feedback information:* This includes information you provide in response to questions or surveys we may send you through the Services, including for feedback and research purposes.

b. Information Brain Injury of Georgia Automatically Collects From You. When you interact with our Services, certain information about you is automatically collected via cookies, web beacons, and similar technologies (referred to collectively herein as "cookies"). Cookies are small text files that are stored within your device's memory by a website. Cookies enable a website such as ours to keep track of your activities to improve user experience, advertise our Services, and ensure the security of our Services. As you use our Services, the following information is automatically collected from you:

- *Usage details* about your interaction with our Services, such as which pages you access, frequency of access, what you click on, search terms, date and length of visits, and referring website addresses.
- *Device information*, including the IP address and other details of a device that you use to connect with our Services, such as device type and unique device identifier, hardware model, operating system, browser, mobile network information, mobile carrier, and the device's telephone number.
- *Location information* where you choose to provide us with access to information about your device's location.

Much of this information is collected through cookies, which may be operated by our partners who assist us in collecting information about usage of the Services, serving ads, or providing other services.

For example, we use Google Analytics to conduct analytics and collect usage details. You can learn more about Google Analytics [here](#). You may prevent your data from being collected and used by Google Analytics by opting out through the use of the [Google Analytics Opt-out Browser Add-on](#). We also use Google Ads and Facebook Pixel to customize our advertising and to serve you ads based on your browsing behavior. These partners use cookies to serve you ads based on your prior visits to our Services and other websites on the internet. These cookies allow your behavior to be tracked after you have been redirected to our Services by clicking on an ad. You can learn more about Google Ads [here](#) and Facebook Pixel [here](#). You can opt-out of personalized advertising from Google by visiting [Ad Settings](#). You can opt-out of displaying Facebook ads and sharing by visiting your Facebook [Ad Settings](#), and you can clear and control the information third parties share with Facebook in your [Off-Facebook Activity](#) page.

Please note we may also use cookies set by other third-party services. You may be able to opt out of tracking by cookies or control how information collected by cookies is being used via a number of means, as described in [Your Privacy Choices](#).

2. HOW WE USE INFORMATION

Brain Injury of Georgia may use your information for any of the following purposes:

- *Provide our Services:* Provide the requested Services, including to facilitate resources, fulfill and manage your donation, deliver your purchase, register you for trainings or webinars, and send requested marketing materials.
- *Communicate with you:* Provide customer support, respond to your questions, inquiries, and other requests, and send you notifications relating to the Services, important changes to this Privacy Notice and our Terms of Use, or your donation or purchase.

- *Improve our Services:* Grow Brain Injury Association of Georgia and our mission, understand the effectiveness of our marketing, and conduct market research and statistical analysis.
- *Marketing:* Send you information, recommendations, and events we feel may be of interest to you, and tailor the content we display to you on the Services, including advertising.
- *Offer, maintain, and improve the Services:* Monitor the performance of the Services, ensure the security of the Services, personalize your experience, and conduct analytics on your use of the Services.
- *Comply with legal and regulatory obligations:* Comply with legal requirements, defend against legal claims or demands, exercise our legal rights, detect, investigate, and prevent activities that may violate our policies or be fraudulent or illegal, and protect our rights and the rights of others.
- *For employment purposes:* Evaluate, recruit, and hire volunteers.

Brain Injury of Georgia may also use and share in an aggregate or de-identified manner information at our discretion, including for research, analysis, marketing, and improvement of the Services.

3. HOW WE SHARE INFORMATION

Please note that Brain Injury of Georgia does not sell or share our donor lists. Brain Injury of Georgia may share information as follows:

- *With service providers* that we believe need the information to perform a technology, business, or other professional function for us such as payment processing, IT services, maintenance and hosting of the Services, support, shipping and fulfillment, accounting, auditing, tax services, and other professional services.
- *With advertising and measurement partners* who assist us in serving advertisements regarding the Services to others who may be interested in the Services, or who use cookies to display interest-based advertising to you on the Services. These third parties use tracking technologies on the Services to collect or receive information from the Services and elsewhere on the internet and use that information to provide measurement services and target ads. Third parties may allow other companies to access information about you so that they may market other products you may be interested in.
- *When required by law* and when we are legally required to do so, such as in response to or in compliance with court or regulatory agency orders, legal proceedings, or legal process, to exercise our legal rights, to defend against legal claims or demands, or to comply with the requirements of any applicable law.
- *To prevent harm* or if we believe it is necessary in order to detect, investigate, prevent, or take action against illegal activities, fraud, or situations involving potential threats to the rights, property, or personal safety of any person.
- *As part of a business transaction* with another entity or its affiliates or service providers in connection with a contemplated or actual merger, acquisition, consolidation, change of control, or sale of all or a portion of our assets, or if we undergo bankruptcy or liquidation. We cannot promise that an acquiring party or the merged entity will have the same privacy practices or treat your information the same as described in this Privacy Notice.

4. HOW WE PROTECT AND STORE INFORMATION

We use a combination of physical, technical, and administrative safeguards to protect the information we collect through the Services. While we use these precautions to safeguard your information, we cannot guarantee the security of the networks, systems, servers, devices, and databases we operate or that are operated on our behalf. If you use our Services outside of the United States, you understand that we may collect, process, and store your personal information in the United States and other countries.

5. YOUR PRIVACY CHOICES

You may have certain choices when it comes to how we collect and use your information as follows:

- *Unsubscribe from marketing communications:* If you no longer wish to receive marketing communications from us, you can also click the unsubscribe link at the bottom of any email from Brain Injury of Georgia.
- *Change or view your cookie preferences:*
 - You can set your browser to refuse cookies or indicate when a cookie is being sent. If you are visiting the Services from a mobile device, the operating system of the device may offer you options regarding how the device collects and uses your information for interest-based advertising.
 - Visit the [Network Advertising Initiative](#) or the [Digital Advertising Alliance](#) to learn more about your options for opting out of the use of your information by certain companies to deliver interest-based advertising.
 - Your browser or device may include “Do Not Track” functionality. Because definitions and rules for a “Do Not Track” standard have not yet been established, including whether such signals must be user-enabled, we do not yet respond to “Do Not Track” signals sent from browsers.

6. CHILDREN'S INFORMATION

We do not knowingly or intentionally gather personal information about children. If we have inadvertently collected the personal information of a child, a parent or guardian of that child may contact us at info@braininjurygeorgia.org to request that we delete the information from our records or otherwise cease the use of that information in accordance with applicable law.

7. UPDATES

We may make changes to this Privacy Notice from time to time. The “Effective Date” at the top of this page indicates when this Privacy Notice was last revised. We may also notify you in other ways from time to time about the collection, use, and disclosure of your personal information described in this Privacy Notice.

8. CONTACT

For questions on this Privacy Notice, please contact us at:

Brain Injury Association of Georgia
2300 Bethelview Road
Suite 110-343
Cumming, GA 30040
1-800-444-6443
info@braininjurygeorgia.org