

## **Your Privacy Matters**

Ronald McDonald House Charities (RMHC) of the Ozarks respects your privacy and is committed to protecting the personal information of our donors, volunteers, families, and website visitors.

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### **What Information We Collect**

We may collect personal information you voluntarily provide through our website, including:

- Name
- Email address
- Mailing address
- Phone number
- Donation or payment information
- Volunteer or event registration information

We may also collect limited technical information about how visitors use our website to help improve the user experience.

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### **How We Use Your Information**

Information you provide may be used to:

- Process donations and provide acknowledgments
  - Register you for events or volunteer opportunities
  - Communicate updates about RMHC programs and activities
  - Respond to inquiries or requests
  - Improve our website and communications
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### **Donor Privacy Commitment**

RMHC of the Ozarks follows the Association of Fundraising Professionals (AFP) Donor Bill of Rights and respects the confidentiality of donor information.

We do not sell, rent, or trade donor or personal information with other organizations for marketing or fundraising purposes.

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## **Text Messages**

If you choose to opt in, we may send text messages related to events, volunteer opportunities, or RMHC updates. Message frequency may vary and standard carrier rates may apply. You may opt out at any time by replying STOP.

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## **Questions?**

If you have questions about how your information is used, please contact us at:

Ronald McDonald House Charities of the Ozarks  
(417) 875-3503  
RMHCozarks.org

For complete details, please review our Full Privacy Policy below.

## **PRIVACY POLICY**

### **Ronald McDonald House Charities of the Ozarks**

Effective Date: 03-01-26

Ronald McDonald House Charities of the Ozarks ("RMHC of the Ozarks," "we," "our," or "us") is committed to protecting the privacy of our donors, volunteers, families, website visitors, and community partners. We value the trust placed in us and take seriously our responsibility to safeguard personal information.

This Privacy Policy describes how we collect, use, protect, and share information obtained through our website, online forms, and other interactions with our organization.

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#### **Information We Collect**

RMHC of the Ozarks may collect personal information that individuals voluntarily provide through our website, donation forms, volunteer applications, event registrations, or other communications.

Personal information collected may include:

- Name
- Mailing address
- Email address
- Telephone or mobile number
- Donation and payment information
- Volunteer or event registration information
- Employer information for matching gifts
- Other information voluntarily submitted through forms or communications

We may also collect limited non-identifying information automatically when individuals visit our website, including:

- Internet Protocol (IP) address
- Browser type
- Pages visited and time spent on the website
- Device type

This information helps us improve website functionality and better serve our community.

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## How We Use Personal Information

Information collected by RMHC of the Ozarks may be used to:

- Process and acknowledge charitable donations
- Register individuals for events or volunteer opportunities
- Provide updates regarding programs, services, and organizational impact
- Communicate with donors, volunteers, and community partners
- Respond to inquiries or requests
- Maintain internal records and donor management systems
- Improve website performance and communication efforts
- Comply with legal or regulatory obligations

Donor and constituent information is stored within a secure donor management database accessed by authorized staff through secure cloud-based systems.

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## Donor Privacy

Ronald McDonald House Charities of the Ozarks respects and protects the privacy of our donors and supporters. We are committed to honoring the trust placed in us by those who support our mission.

RMHC of the Ozarks follows the principles outlined in the AFP Code of Ethical Standards and the Donor Bill of Rights, developed by the Association of Fundraising Professionals (AFP).

Donors have the right to:

- Be informed of the organization's mission and how donated resources will be used.
- Be informed of the identity of those serving on the organization's governing board.
- Have access to the organization's most recent financial information.
- Be assured that their gifts will be used for the purposes for which they were given.
- Receive appropriate acknowledgment and recognition.
- Be assured that information about their donations is handled with respect and confidentiality to the extent provided by law.
- Expect professional interactions with individuals representing the organization.
- Be informed whether those seeking donations are volunteers, employees, or contracted representatives.

- Request removal from mailing or communication lists.
- Ask questions about the organization and receive prompt and truthful responses.

RMHC of the Ozarks does not sell, rent, trade, or share donor information with other organizations for marketing or fundraising purposes.

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## **Text Messaging and Mobile Communications**

RMHC of the Ozarks respects your communication preferences and complies with applicable laws governing mobile communications, including the Telephone Consumer Protection Act (TCPA).

If you provide a mobile phone number through our website or other forms, you will be given the option to opt in to receive text messages from RMHC of the Ozarks. By checking the opt-in box, you consent to receive recurring automated text messages (e.g., information during your stay, donation/event communication, volunteer updates) from RMHC of the Ozarks at the number provided. Providing consent to receive text messages is not required to make a donation, volunteer, or participate in Ronald McDonald House programs.

With your consent, text communications may include:

- Event reminders and updates
- Volunteer scheduling and opportunities
- Program or organizational updates
- Other RMHC-related communications

Individuals may opt out at any time by replying STOP to any message received or by contacting RMHC of the Ozarks directly. For assistance, individuals may reply HELP or contact our office.

Mobile phone numbers collected for SMS communications will not be sold, rented, or shared with third parties for marketing purposes.

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## **Information Sharing**

RMHC of the Ozarks does not sell, rent, trade, or otherwise share personal information with third parties for their marketing purposes.

We may share limited information with trusted service providers that assist us in carrying out our mission, such as:

- Payment processing providers
- Website hosting and technology support services
- Email or communication platforms
- Donor management software providers

These service providers are granted access only to the information necessary to perform their services and are required to maintain the confidentiality and security of that information.

We may also disclose personal information if required to comply with legal obligations or to protect the rights and safety of RMHC of the Ozarks, our staff, volunteers, and the families we serve.

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## **Data Security**

RMHC of the Ozarks takes reasonable and appropriate measures to protect personal information from unauthorized access, misuse, disclosure, or destruction.

Security safeguards may include:

- Secure donor management systems
- Password-protected databases
- Limited access to sensitive information by authorized personnel
- Secure payment processing systems

RMHC of the Ozarks does not store full credit card numbers. Payment information is processed securely by PCI-compliant third-party payment processors.

While we take appropriate steps to protect information, no online transmission or storage system can be guaranteed to be completely secure.

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## **Cookies and Website Analytics**

Our website may use cookies or analytics tools to collect non-identifying information about how visitors use our site. These tools help us understand website traffic patterns, improve functionality, and enhance user experience.

Individuals may adjust their browser settings to disable cookies if they prefer not to allow this type of data collection.

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## **External Links**

Our website may contain links to external websites operated by partners, sponsors, or other organizations. RMHC of the Ozarks is not responsible for the privacy practices or content of these third-party websites.

Visitors should review the privacy policies of those websites separately.

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## **Children's Privacy**

RMHC of the Ozarks does not knowingly collect personal information from children through our website without appropriate parental consent.

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## **Changes to This Privacy Policy**

RMHC of the Ozarks may update this Privacy Policy periodically to reflect changes in organizational practices, technology, or legal requirements.

Updates will be posted on this page with a revised effective date.

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## **Contact Information**

Questions regarding this Privacy Policy or requests related to personal information may be directed to:

Ronald McDonald House Charities of the Ozarks  
949 E. Primrose Street  
Springfield, Missouri 65807  
Phone: (417) 875-3503  
Website: [RMHCozarks.org](http://RMHCozarks.org)