HEART RESPONSE MINISTRY, LLC PRIVACY POLICY

Heart Response Ministry, LLC, ("**HRM**", "**We**", "**Us**", and "**Our**") is committed to protecting the personal information of all individuals who use our services. This Privacy Policy ("**Policy**") explains how we collect, use, share, and manage your personal information when you visit our websites ("**Sites**"), Heart Response Ministry (heartrt.org) and Heartland Outlet (heartlandoutlet.com), contact us via email, phone, or text, make donations, purchase products, or participate in our programs and ministry (hereinafter collectively referred to as the "**Services**").

Please read this Privacy Policy carefully to understand our privacy practices. We may modify this Policy at any time at our discretion. Material changes will be conspicuously posted on the Sites or otherwise communicated to you. All changes will be effective immediately upon posting to the Sites.

I. WHAT IS PERSONAL INFORMATION?

For purposes of this Privacy Statement, "**Personal Information**" or "**Personal Data**" means information that alone or in combination identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer or household. Personal Information does not include publicly available information or aggregated information that does not include personal identifiers.

II. CATEGORIES OF PERSONAL INFORMATION WE COLLECT

We collect the following categories of Personal Information from or about you. The information we collect varies depending on the Services you are using.

Category of Data	Examples
Identifiers	Full name, mailing address, Internet Protocol Address ("IP Address"), email address, account user ID and password, and telephone number.
Financial Information	Bank account numbers, credit card numbers, debit card numbers, or any other financial information collected when you provide a donation to or purchase merchandise from us in person. Otherwise, financial information provided to us online when completing transactions is processed by third-party service providers as discussed in this Policy.
Donations and Other Transactional Information	We may collect and process transaction information when you make a donation, purchase merchandise, register for an event, or request services. This includes records of items or services you have purchased, received, or considered, along with related documentation such as receipts or acknowledgments. We use this information to fulfill your requests, maintain accurate records, and express gratitude for your support.
Internet Activity	Browsing history, search history, information regarding your interactions with the Sites, applications, or advertisements, electronic device identifier, hardware information, operating

	system version, browser type and version, browser language, media access control ("MAC"), screen resolution, cookie information, system type, access times, referring Site URLs.
Imprecise Geolocation Data	We may collect general location information—such as city, state, zip code, and country—based on your device's IP address when you interact with our Sites. This data helps us understand where our community is engaging from, tailor communications to regional needs, and improve access to location-specific ministries, events, or resources.
	This type of geolocation data is imprecise and does not identify your exact physical location. It is used solely to enhance your experience and support our mission to serve individuals and families across diverse communities. We do not use this data for tracking or surveillance, and we handle it with care and respect.
Sensitive Personal Information	In some instances, we may collect sensitive personal information to support specific ministries or programs. This may include:
	Health-related information
	Background check results for volunteers and staff
	Financial information for donations
	Demographic or spiritual data shared with the ministry
	 Government-issued identification for travel, employment, or legal compliance
	All sensitive information is collected with your consent, either explicitly through forms and registrations or implicitly through your voluntary participation in specific programs. We treat this information with the utmost care, storing it securely and limiting access to only those who need it to fulfill their ministry or administrative responsibilities. We never collect or use sensitive data without a clear purpose, and we strive to honor your trust in every interaction.
Sensory Information	During our events, programs, and ministry activities, we may take photographs and video recordings of attendees, volunteers, and staff. These recordings might be used to celebrate community, share updates, promote upcoming events, or extend our ministry through online platforms like social media or our Sites.
	We respect the dignity and privacy of all people. Whenever possible, we ask for permission, especially when images or recordings prominently feature individuals or are used for promotional purposes. We are especially careful when capturing or

	sharing media involving children, youth, or vulnerable individuals, and we honor requests to opt out or remain unrecorded. If you have concerns about how your image may be used, we encourage you to contact us so we can accommodate your preferences with grace and respect.
Employment Information	We collect Personal Information such as your name, address, email, and phone number when you apply for employment with us. Additionally, we may collect information related to your demographics, education, and employment history when you submit it as part of an employment application. Not all requested information is required, however, and we specifically indicate what information is required to submit your employment application.
Education Information	We may collect information related to your education in various contexts, including academic history, degrees earned, certifications, and training programs. Educational information may be submitted when you apply for a staff position or a volunteer role. We use this information to help match individuals with appropriate roles, support learning and growth, and ensure that our ministries are led with wisdom and preparedness. All educational information is collected with your consent and handled with care, in alignment with our mission to nurture faith, equip leaders, and serve our community with excellence.

III. SOURCES OF THE INFORMATION WE COLLECT:

We collect Personal Information from the following sources:

- 1. Information you provide to us.
- 2. Technical Information we collect when you visit our Sites.
- 3. Information we collect from Third Parties, such as social media sites and online marketplaces.

IV. PURPOSE FOR WHICH WE COLLECT PERSONAL INFORMATION

We collect Personal Information for the purposes described below:

Purpose for Collection and Use

- Providing and Maintaining HRM Services, including our retail store Heartland Outlet: We may collect and use personal information to help provide, support, and improve the various services and ministries we offer as part of our HRM community. This includes creating and maintaining member, customer, and other constituent profiles or accounts for event registration, communication preferences, online giving, or ministry involvement. We use this information to ensure our systems function smoothly, to troubleshoot any issues that arise, and to enhance the experience of those who engage with us—whether in person or through digital platforms. These efforts enable us to serve our constituents more effectively, steward our resources faithfully, and ensure that our ministries remain accessible, impactful, and welcoming to all.
- To manage donations and pledges: We may collect and use personal information to administer financial contributions, pledges, and other forms of giving that support the mission and operations of HRM. This includes processing donations, maintaining accurate records, issuing tax receipts in compliance with legal requirements, and acknowledging donors for their generosity—whether publicly or privately, according to their preferences. Information may also be used to communicate about stewardship campaigns, provide updates on how funds are being used, and offer opportunities for continued support. We are committed to handling all financial data with integrity, transparency, and confidentiality.
- Outreach and Community Engagement: We may collect and use personal information to organize and promote outreach efforts, service projects, and community engagement initiatives. This includes coordinating volunteers, managing event logistics, communicating with participants, and sharing opportunities for local service.
- **Communicating with You:** We may collect and use personal information to stay connected with you in meaningful and timely ways. This includes sending emails, text messages, phone calls to share updates, event invitations, ministry opportunities, prayer requests, product offerings, services, order information, and alerts. We may also reach out to seek your feedback, respond to inquiries, and ensure that your questions or concerns are addressed with care. Our goal is to foster open and respectful communication that reflects the HRM of our ministry, helping you feel informed, supported, and spiritually engaged.
- **Employment:** We may collect and use personal information to support employment-related activities within HRM. This includes processing job applications, conducting interviews, verifying qualifications, and making hiring decisions in alignment with our mission and values. For staff members, personal information may also be used to administer payroll, benefits, tax documentation, and other employment-related services. We are committed to treating all employment data with respect, confidentiality, and care.
- **Personalization:** We may collect and use personal information to offer more meaningful and personalized experiences when you engage with HRM online—whether through our Sites or

other digital platforms. This may include tailoring content to reflect your product interests, ministry interests, volunteer interests, or involvement in specific programs, such as ministry outreach, Bible studies, small groups, or volunteer teams. By understanding how you interact with our digital resources, we can better serve you with relevant updates, event invitations, and opportunities for spiritual growth. Our goal is to ensure that your online experience reflects the warmth, care, and intentionality of our in-person community.

- Improve the Effectiveness of our Ministry: We may collect and use personal information to better understand how individuals engage with our services, programs, and digital platforms. This includes analyzing patterns of participation, website usage, event attendance, and communication preferences. These insights help us discern how well our ministries are meeting the spiritual, relational, and practical needs of our community. By thoughtfully reviewing this information, we can prayerfully refine our offerings, strengthen areas of impact, and ensure that our mission is carried out with wisdom, relevance, and care.
- HRM Operations: We may collect and use personal information to carry out essential administrative functions that support the life and health of our HRM community. This includes maintaining accurate member records, managing ministry involvement, processing applications and registrations for events or programs, maintaining compliance with regulatory requirements, and updating contact information. We also use personal data to ensure proper account maintenance for online platforms, giving portals, and communication systems. These practices enable us to steward our responsibilities faithfully, foster meaningful engagement, and ensure that our operations run smoothly in support of our mission. Our third-party service providers may process personal information when operating the Heartland Outlet store.
- Volunteer Involvement: We may collect and use personal information to support and coordinate volunteer participation across various ministries and HRM activities. This includes scheduling, training, communicating responsibilities, and recognizing service. Information may also be used to match volunteers with opportunities that align with their gifts, interests, and availability. We are committed to creating a safe and supportive environment where volunteers can serve meaningfully and grow in their faith. We handle all volunteer-related data with care and respect.
- For law enforcement and other legal purposes: including (1) complying with legal and regulatory requirements; (2) satisfying contractual obligations; (3) cooperating with law enforcement or other governmental agencies for purposes of investigations, public safety, or matters of public importance when we reasonably believe we are required to do so or that disclosure of Personal Information is necessary or appropriate to protect the public interest; and (4) protecting and defending against legal actions or claims.

V. Disclosing or Sharing Personal Information

We may share or disclose your Personal Information with the following third parties:

Entity	Purpose for Disclosing

HRM's Network	We may disclose personal information within our HRM network, including affiliated ministries, as needed to carry out the Services we collectively offer.
Service Providers	We may disclose personal information to trusted third-party service providers who assist us in carrying out the ministries and operations of HRM. These partners may help with tasks such as website hosting, email delivery, payment processing, background checks, or database management. We only share information that is necessary for them to perform their services, and we require that they handle your data with confidentiality and care, in alignment with our values and applicable laws. To perform data analysis and statistical reviews that help us understand participation trends, improve ministry effectiveness, and steward our resources wisely. This may involve sharing anonymized or aggregated data with affiliated ministries or Service Providers to strengthen our collective impact. To provide relevant product offerings, order information, updates, invitations, and ministry opportunities tailored to your interests and involvement. We may use analytics tools and targeted messaging to ensure that our communications are meaningful and timely. While we do not engage in commercial advertising, we may share information with Service Providers who help us deliver these messages effectively. We use a Service Provider to support HRM with identifying and targeting prospective donors. To process transactions through our online retail store. Our PCI-compliant third-party payment processor, Square, handles all payment transactions. For information on how Square uses, stores, maintains, and discloses your information, please refer to their Privacy Notice for Users Who Apply or Sign Up for a Square Account or Other Services. To process donations through our online portal hosted by Bloomerang Fundraising. Please see Bloomerang's Privacy Statement for more information regarding how they process your personal information.
Security	We may disclose personal information when necessary to help ensure the safety and security of our guests, visitors, staff, and volunteers. This includes measures to protect our physical spaces, such as HRM buildings, event venues, and ministry sites as well as our digital platforms, including our website and any systems used to collect or store personal data. Information may be shared with security personnel, technology providers, or affiliated ministries to prevent unauthorized access, respond to incidents, and maintain a safe and welcoming environment for all who engage with HRM.
Government and Law Enforcement	We will cooperate with law enforcement and other governmental agencies and may disclose Personal Information: (i) if we believe in good faith we are legally required to disclose that Personal Information, (ii) if we are advised to disclose Personal Information by our legal counsel, or (iii) when necessary

	to identify, contact or bring legal action against someone who may cause or be causing harm to, or interfering with the legal rights of, HRM or any other person or entity.
Professional Advisors	We may disclose personal information to our professional advisors, including attorneys, accountants, financial consultants, and other trusted experts—when necessary to receive guidance in their capacity as advisors to HRM. These disclosures help us ensure that our ministries and operations are conducted with integrity, in compliance with the law, and in a manner that promotes sound stewardship. Advisors may assist us in matters such as financial reporting, employment practices, governance, risk management, and other areas where specialized counsel is needed to support the health and sustainability of our HRM community.

VI. DATA RETENTION

We retain your Personal Information for as long as necessary to support the Services you have requested, comply with applicable laws and regulations, and uphold our commitments. If we receive a verified request under an applicable privacy law to delete your Personal Information earlier, we will honor that request in accordance with legal requirements. Where permitted by law, HRM may retain certain data longer if doing so serves a legitimate ministry or operational purpose and does not override your individual rights and freedoms.

VII. DE-IDENTIFIED/AGGREGATED DATA

We may aggregate or de-identify Personal Information collected through our Sites or during our ministry operations. Once information or data has been de-identified or aggregated, it is no longer considered Personal Information. HRM may use or share such de-identified or aggregated data for any legal purpose at its sole discretion.

VIII. GIVING

If you choose to make a contribution through the donation portal at <u>Heart Response Ministry</u>, you will be prompted and required to provide the necessary credit card, bank account, and other financial information to process the transaction. Please see <u>Bloomerang Privacy Statement</u> for more information regarding how they process your personal information when you make a donation.

IX. SITE ANALYTICS, COOKIES, AND OTHER TRACKING TECHNOLOGY

We use analytics services and targeted advertising cookies in addition to location features that are connected to your use of the Services. We use cookies, web beacons, pixel tags, and other technologies (collectively, "Cookies") on our Services to automatically collect information that helps us improve the Services and advertise to you. A cookie is a small text file that our Services save onto your computer or device when you use the Sites.

A cookie can either be a "session" cookie or a "persistent" cookie. Session cookies exist only for so long as you are visiting the Site and are typically deleted when you exit your web browser. Each time you visit a Site that has implemented a persistent cookie, the cookie is renewed, and it will remain active until its predetermined expiration date.

A. Website Analytics

We use third-party software tools on our Sites to learn more about how visitors navigate the Website and view content. These third-party analytics providers provide us with analytical information collected through the Cookies that we use to improve the Sites, to make sure it is easy to use, and to develop content that is both interesting and customized.

■ Google Analytics and Marketing: We have enabled and implemented Google Analytics, Google Tag, Google Marketing, Google Analytics and Google Dynamic Remarketing, a Google Analytics Advertising feature. To prevent Google from using data collected by Google Analytics, follow the instructions to download and install the Google Analytics Optout Browser Add-on for each web browser you use. Using the Google Analytics opt-out browser add-on will not prevent us from using other analytics tools and will not prevent data from being sent to the Site itself or to Google. Opting out will not affect your use of the Site. For more information on how Google uses Personal Information, visit Google's Privacy Policy and Google's page on How Google uses data when you use their partners' websites or apps.

B. Targeted Advertising

We use service providers and other third parties to serve you customized email, SMS, and internet-based advertisements. Those ad networks use cookies and other tracking technologies to serve ads based on your prior visits to our Website. These ad networks may place and store cookies on the devices you use to access our Services and collect information, including your browsing behavior, referring websites, and your response to advertisements.

- **HubSpot.** We use HubSpot to collect customer data and browser behavior from our Services to optimize our ad targeting experience. HubSpot's services help track the impact of the ads on our Sites and allow us to receive insights from our visitors and their behavior on the Sites. To learn more, please visit HubSpot Privacy Policy.
- Facebook. We use Facebook Connect and Facebook Custom Audiences by Meta to track and analyze users and advertise to our users through Facebook and Meta's affiliated sites and to deliver targeted advertisements. For more information about Meta's privacy practices, refer to their privacy policy, at https://www.facebook.com/privacy/policies/uso/. To opt out, please visit https://www.facebook.com/ads/preferences.

X. LEAVING OUR WEBSITE AND/OR LINKING TO THIRD PARTIES

When you leave our Sites and visit another linked website, we are not responsible for the content or availability of that website. Please be advised that we do not represent either the third party or you if you enter into a transaction on the third-party website. Furthermore, the privacy and security policies of the linked website may differ from those we practice. The inclusion of any link does not imply our endorsement of any other company, its website (s), or its product(s) and/or services(s). We are not responsible for the privacy practices or content of any other website.

XI. YOUR PRIVACY CHOICES

- Update your Personal Information. You may update your Personal Information by contacting us using the information in the "Contact Us" section below or by contacting us at privacy@heartrt.org.
- **Delete Your Account.** If you no longer wish to use the Services or access your account or account information, you can request that we delete your account by contacting us at privacy@heartrt.org. This will result in the complete and permanent deletion of your account and all related data. Once deleted, your account cannot be recovered.
- **Update Your Browser Settings.** If you wish to limit or opt out of third-party advertising, you can do one or more of the following:
 - o The Options/Settings section of most internet browsers will tell you how to manage cookies and other technologies that may be uploaded to your device, including how to disable such technologies. You can disable our cookies, or all cookies, through your browser settings, but please note that disabling cookies may impact some of the features of our sites and prevent them from operating as intended. You can learn more about cookies, including how to see what cookies have been uploaded to your device and how to manage and delete them, by visiting All About Cookies.

Digital Advertising Preferences.

- o You can change your preferences with respect to certain online ads, and to obtain more information about ad networks and online behavioral advertising, visit the National Advertising Initiative Consumer Opt Out page and the Digital Advertising Alliance's Consumer Choice Tool. Please note that even if you opt out of receiving interest-based advertising, you may still receive advertisements, but they will be more general in nature. In addition, the electronic device you use to visit our Website may offer relevant privacy settings; please see the device settings for details.
- Opt Out of Marketing Messages. If you sign up to receive marketing communications and materials, you consent to receive such communications at the location or contact information you provide.
 - o Email. If you no longer wish to receive email marketing messages from HRM, you should use the "unsubscribe" option that can be found in each marketing email we send or contact us using the information provided below. Within 10 days of receipt of your unsubscribe request, we will remove you from our distribution list unless you resubscribe.
 - o **Text.** HRM uses third-party text messaging services to communicate and share information with its subscribers. By subscribing, you have provided us with consent to send you text messages regarding HRM programs, events, and Services.

- Data Usage Clause: We use your phone number solely to respond to inquiries and communicate important updates (e.g. order status). We will not use it for any other purpose.
- Message Frequency: Message frequency may vary depending on the programs, events, activities, and Services provided by HRM.
- **Rates**: Message and data rates may apply. Your mobile carrier determines these charges, and they are your responsibility.
- **STOP Instructions**: If you wish to stop receiving text messages from HRM, reply **STOP** to any text message. You will receive a confirmation message and will no longer receive SMS communications from us. You may also stop text messages by calling us at (952) 686-6833 or emailing us at privacy@heartrt.org.
- **HELP Instructions**: For assistance, reply **HELP** to any message or contact our support team at (952) 686-6833 or email us at privacy@heartrt.org.
- Carrier liability: Mobile carriers are not liable for delayed or undelivered messages.
- Non-Sharing Clause: We respect your privacy and will not intentionally distribute your mobile phone number to any third parties for any purposes without your consent.
- Data Protection Clause: We use restricted access controls and secure storage solutions to protect your data from unauthorized access or misuse. We retain your contact data for as long as needed to fulfill the purposes outlined in this policy.
- o Phone. You may request that we remove your telephone number from our marketing list and refrain from sharing it with third parties by contacting us using the contact information provided herein.

XII. SOCIAL MEDIA

Our online Services may use social media plug-ins (e.g., the Facebook "Like" button and "Share to Twitter" button) to enable you to easily interact with certain social media websites (e.g., Facebook, Twitter, Instagram) and share information with others. When you visit our online Services, the operators of the available social media plugins can place a cookie on your device, enabling such operators to recognize individuals who have previously visited our online Services. If you are logged into these social media websites while visiting our online Services, the social media plugins allow the relevant social media website to receive information that you have visited our online Services or other information.

The social media plugins also allow the applicable social media website to share information about your activities with our online Services with other users of the social media website. For example, Facebook Social Plugins allow Facebook to show your "Likes" and comments on our online Services to your Facebook friends. Facebook Social Plugins also allow you to see your friends' Facebook activity on our online Services. We do not control the content from social media plugins. We may also interact with you

on social media platforms. If you contact us on one of our social media platforms, request Services, or otherwise communicate directly with us on social media, we may contact you to interact with you. For more information about social media advertising and social media plugins from other social media websites, please refer to the privacy and data-sharing statements on those websites.

XIII. USER GENERATED CONTENT

HRM's Sites may also allow you to publish, distribute, and display content to specific individuals or the public. We will refer to how you provide content and information as "posted" and the content and information posted as "user generated content." User generated content may be made in public areas of websites and social media accounts accessed through our sites or may otherwise be transmitted to third parties.

If you disclose personal information, whether through collaborative postings, social media, message boards, or otherwise, this information may be collected and used by others. User contributions are posted and transmitted at your own risk. We cannot control the actions of other users or third parties with whom you choose to share your user generated content. Therefore, we cannot and do not guarantee that unauthorized persons will not view your user generated content, nor do we accept any liability associated with your user contributions.

XIV. COMMUNICATIONS

HRM does not send communications without your consent. By making an inquiry or submitting an online request, you agree to receive postal mailings, including letters, invitations, or resources. You may opt out of any or all of these communications upon request by using the contact information provided herein.

XV. COMPLIANCE WITH COPPA

Our Services are not meant for children under thirteen years old. We do not knowingly or intentionally gather personal information from people under 13, and HRM's Sites are not made for or targeted at children under 13. If you are under 13, please do not try to use the Sites or send us any personal information about yourself. If we find out that a child under 13 has given us personal information, we will delete it right away.

XVI. DATA SECURITY POLICY & USER RESPONSIBILITIES

We take the protection of your Personal Information seriously and are committed to safeguarding it through reasonable and appropriate physical, administrative, and technical measures. These include secure servers, encrypted communications, access controls, staff training, and regular system monitoring to prevent unauthorized access, disclosure, alteration, or destruction of your data.

While we implement commercially reasonable security protocols to protect your privacy, including SSL encryption, firewalls, and intrusion detection systems, please be aware that no method of transmission over the internet or electronic storage is completely secure. Therefore, we cannot guarantee absolute security. You share information with us at your own risk, and we encourage you to take precautions such as using strong passwords and avoiding sharing sensitive data through unsecured channels.

XVII. SHINE THE LIGHT

California's "Shine the Light" law (Civil Code Section § 1798.83) allows California residents to request (a) a list of all third parties to whom we may have disclosed your Personal Information within the past

year for direct marketing purposes, and (b) a description of the categories of Personal Information disclosed, by contacting us at privacy@heartrt.org.

XVIII. INTERNATIONAL USERS

If you are accessing our Services from outside the United States, please be aware that your Personal Information may be transferred to, stored in, and processed in the United States, where our servers and central operations are located. By using our Services and providing your information, you consent to the transfer of your data to the U.S., which may have different data protection laws than your country of residence. We take appropriate measures to ensure that your information is handled securely and in accordance with this Policy and applicable data protection laws.

XIX. CHANGES TO THIS PRIVACY POLICY

As our organization evolves over time, this Privacy Policy may also be updated accordingly. We reserve the right to amend the Privacy Policy at any time, for any reason, without notice to you, other than the posting of the amended Privacy Policy on our Services. We will provide you with notice of material changes by indicating that the Privacy Policy has been updated on our homepage and specifying the date of the update above. Your continued use of any of the Services after the changes have been made will constitute your acceptance of the changes. Please, therefore, make sure you read any such notice carefully. If you do not wish to continue using the Services under the new version of the Policy, please cease using the Services.

Contact Us

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Email: privacy@heartrt.org
Phone: (952) 686-6833

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