

9/26/2014

## **Privacy Statement**

The International Mission Board (IMB) has created this Privacy Statement in order to explain IMB's approach to privacy on IMB's website, [www.imb.org](http://www.imb.org), as well as other websites owned and controlled by IMB. IMB's Privacy Statement describes only IMB's practices for gathering, using, and disclosing personally identifiable information collected by IMB solely at IMB's website. IMB's website may contain links to other websites that are not operated by IMB. IMB is in not in any way responsible for the privacy practices, collection, use, or disclosure of personally identifiable information by such other websites, nor is IMB responsible in any way for the content of such other websites.

For purposes of this privacy statement, the term "IMB" includes all IMB offices worldwide, all IMB employees and contractors subject to IMB control and partner entities owned by IMB.

IMB encourages its users to be aware when they leave IMB's website and to read the privacy statements of each and every website that collects any personally identifiable information.

### **The Collection, Use, and Disclosure of Personally Identifiable Information**

As used in IMB's Privacy Statement, the phrase "personally identifiable information" is personal information that identifies a specific natural person and means: (a) a first and last name; (b) an address, including a street name, city or town, and zip code (but excluding a post office box); (c) an e-mail address; (d) a telephone number; (e) a Social Security number; and/or, (f) an account number or credit card number. In IMB's Privacy Statement, the phrase "personally identifiable information" is abbreviated as "PII".

IMB is the owner of all PII that is collected by IMB on IMB's website. IMB may collect PII from users, customers, and in responses to online surveys and group discussions at several different points on IMB's website.

IMB will not sell or rent PII to other organizations in ways that are different from what is disclosed in this Privacy Statement.

IMB may use PII to contact the user about IMB, the goods and services available on IMB's website, and to provide information about other topics and discussion groups.

IMB may disclose PII to third parties as required or permitted by law.  
IMB may share aggregate demographic information that does not contain PII.

### **IP Addresses**

IMB's website uses IP addresses to help IMB analyze trends, administer IMB's website, track user movement, and gather broad demographic information for aggregate use. IP addresses do not contain PII.

IMB's website uses "cookies". A "cookie" is a piece of data stored on a user's hard drive that contains information about the user. A cookie does not contain and is not linked to PII while a user is on IMB's website. For instance, by setting a cookie on IMB's website, a user would not have to log in a password more than once, thereby saving time while on IMB's website. If a user rejects the cookie, the user may still use IMB's website, but would be limited in some areas of IMB's website. Cookies can also enable IMB to track and target the interests of users to enhance their experience on IMB's website.

### **Various Registrations**

In order to receive certain updates or use certain features on IMB's website, a user may have to complete a registration form. During registration a user may be required to provide PII, such as the user's name and/or an e-mail address. If requested, it is optional for a user to provide demographic information (such as income level and gender) and unique identifiers which enable IMB to provide a more personalized experience on IMB's website.

### **Newsletters**

A user may subscribe to IMB's newsletters or other publications on IMB's website. In that case, IMB will request PII, such as the user's name, mailing address, and/or an e-mail address. PII may be used to send such newsletters and may be used to contact the user about IMB, the goods and services available on IMB's website, and to provide information about other topics and discussion groups.

### **Contact Information**

IMB's website includes an online catalog for customers to order goods and services related to IMB's ministry, and contact forms for customers to request information and services. In such instances, IMB collects customer PII, such as a name, an e-mail address, a mailing address, an account number and/or credit card number.

### **Online Surveys and Discussion Groups**

IMB may conduct online surveys, which may request PII, such as a name, an e-mail address, and/or a mailing address.

Information collected by IMB's online surveys may be used to help IMB understand the interests and concerns of IMB's supporters and website users, and how they perceive IMB and IMB's mission.

IMB may provide opportunities for e-mail discussion groups. Information collected by IMB from such discussion groups may be used to contact users about IMB, the goods and services available on IMB's website, and to provide information about other topics and discussion groups.

### **Third Party Contractors**

IMB may contract with third parties to provide services to IMB, including services relating to the internal operations of IMB's website, the storage and retrieval of information, including PII, and other services. PII, on-line survey information, discussion group information, and aggregate demographic information may be maintained on IMB's servers or on IMB's third party contractor's servers. IMB may use a third party contractor to facilitate the serving of targeted content and may transmit data to the third party to facilitate this service. Except as may be required by law, IMB is not responsible for the acts of any such third parties with regard to their handling and treatment of PII.

### **Use of Shipping Companies and Credit Card Processing Companies**

IMB may use shipping companies to ship orders and credit card processing companies to process and bill customers for goods and services related to IMB's ministry. IMB may affiliate with other organizations to provide goods and services related to IMB's ministry. When a user or customer signs up for or orders goods or services, IMB may share PII as necessary to provide such goods and services, and to provide information about IMB, the goods and services available on IMB's website, and information about other topics and discussion groups. Except as may be required by law, IMB is not responsible for the acts of any of the entities discussed in this section with regard to their handling and treatment of PII.

### **Security**

IMB's website has security measures in place to attempt to protect against the loss, misuse, and alteration of information, including PII, that is under IMB's control.

However, because of the nature of the threats to the security of information, IMB cannot guarantee that it can prevent security breaches that could compromise information, including PII, which is under IMB's control.

### **Protection of Children**

IMB is committed to the protection of children. IMB works to voluntarily comply with applicable provisions of the Children's Online Privacy Protection Act of 1998 (COPPA) and its accompanying Federal Trade Commission regulations, which establish United States Federal law that protects the privacy of children using the Internet.

IMB develops missions materials for children, including pre-teens. We maintain Web pages that are specially geared to the interests of younger children, and publish electronic newsletters and prayer letters in an effort to inform and develop their interest in all that God is doing around the world, including through the prayers and ministries of young children. There are many activities on the IMB site that children can participate in and enjoy without having to share personally identifiable information.

For those activities that require PII, such as newsletters or other resources, in compliance with the Federal Trade Commission's Online Privacy Protection Act, IMB will require verifiable parental consent before collecting or using PII from children under the age of 13. With these activities, IMB will notify the respective parent of our privacy policy and obtain verifiable parental consent before collecting PII from the child, unless we collect only the child's name and online contact information to (1) obtain parental consent or provide parents with notice; (2) respond directly on a one-time basis to a child's specific request; (3) respond more than once to a child's specific request along with providing parental notice of such use; (4) protect the safety of a child; or (5) comply with legal requirements. When we provide parents with notice and/or seek consent, we also give parents the ability to let us know if they do not want any further use made of the personally identifiable information we have collected from their child. Parents can request to review or have deleted their child's PII from IMB's records, and refuse to permit further use of a child's PII by writing to us at: Contact Center, IMB, Box 6767, Richmond, VA 23230.

The IMB will not condition a child's participation in an activity on that child disclosing more PII than is reasonably necessary to administer the activity.

The IMB does not share PII from children under the age of 13 with any third party.

### **Anti-Spam Statement**

IMB opposes the use of unsolicited commercial email and mass posting to inappropriate newsgroups (spam) as a way to promote or advertise. IMB attempts not to send email to persons who are not related to our ministries or who have not otherwise requested contact from us, nor do we post advertisements to unrelated newsgroups. If you receive any unsolicited commercial email that appears to be from IMB or an employee of IMB, please notify us immediately.

IMB will reasonably investigate instances of unsolicited commercial email that appears to originate from IMB. If we find persons or entities using IMB's name inappropriately, we will contact our lawyers and take reasonable steps, which may include legal action, to stop the unauthorized use of IMB's name.

IMB has measures in place to attempt to require double opt-in, which means if someone receives a forwarded email or is added to an email list by another person or entity, the receiver of the forwarded email must nonetheless still agree to a subscription for themselves before they become a subscriber to that list.

### **Correcting Updating, and Removing Personally Identifiable Information**

IMB will use reasonable efforts to provide a way for IMB's website users and customers to request that IMB correct, update, or remove that respective user's or customer's PII in or from IMB's database. If a user's or a customer's PII changes, or if a user or customer no longer desires IMB's goods or services, such user or customer may contact IMB as directed in this Privacy Statement and request that IMB correct, update, or remove that respective user's or customer's PII in or from IMB's database.

### **Choice/Opt-Out**

IMB's website provides users and customers the opportunity to opt-out of receiving further mailings and e-mailings from IMB at the point where IMB requests information about the user, customer, survey participant, or discussion group participant.

IMB's website also provides users, customers, survey participants, and discussion group participants with the following options for removing their PII from IMB's database and for notifying IMB that they do not want to receive future communications or services from IMB's website by contacting IMB as directed in this Privacy Statement..

### **Contacting IMB**

Users or customers wishing to contact IMB to update or removing their PII, to opt-out of newsletters or other mailings, to report a suspected breach of this Privacy Policy, or to inquire about any other of IMB's privacy practices, should contact IMB in either of the following ways:

(a) The user or customer can contact IMB at [www.imb.org/info/contact-us](http://www.imb.org/info/contact-us), or (b) The user or customer can send IMB a request by United States mail to the following

postal address:

Contact Center  
Attn: Privacy Policy International Mission Board

P.O. Box 6767  
Richmond, VA 23230

### **Changes to IMB's Privacy Policy**

IMB may revise this Privacy Statement at any time without prior notice to users or customers and will post the revised Policy Statement on the IMB website under "Privacy Policy".