

TRANSPARENCY • ACCOUNTABILITY • DIGNITY

FOOTSTEPS FOUNDATION INC.

PRIVACY POLICY

Privacy Is Part of Dignity.

Effective Date: August 4, 2026
U.S. 501(c)(3) | EIN 75-3078625
www.Footsteps.Foundation

Privacy Policy

This document is the complete printable version of the Privacy Policy published in the Footsteps Foundation Inc. Trust Center.

Organization	Footsteps Foundation Inc.
Effective Date	August 4, 2026
EIN	75-3078625
Website	www.Footsteps.Foundation
Email	wecare@footsteps.foundation
Phone	1-877-517-LOVE (5683)
Mailing Address	1235 East Boulevard, Ste E 1619, Charlotte, North Carolina 28203, United States

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01

Our Commitment to Your Privacy

At Footsteps Foundation Inc., privacy is an extension of dignity. We believe every donor, volunteer, family, educator, applicant, partner, and supporter deserves to understand how their personal information is collected, used, protected, and respected.

This Privacy Policy explains our practices for the Footsteps Foundation website, online forms, communications, fundraising activities, educational programs, volunteer workflows, applications, events, and related services.

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Scope and Organization Information

This Privacy Policy applies to Footsteps Foundation Inc., our website at **www.Footsteps.Foundation**, associated landing pages, donation pages, website forms, email communications, SMS communications, events, programs, registrations, and services that link to this Policy.

Footsteps Foundation Inc. is a U.S. nonprofit charitable organization recognized under Section 501(c)(3) of the Internal Revenue Code.

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03

Information We Collect

Depending on how you interact with Footsteps Foundation, we may collect:

- Names, email addresses, telephone numbers, mailing addresses, organizations, job titles, and preferred communication methods.
- Donation amount, donation date, recurring-gift preferences, campaign designation, billing address, tax-receipt details, and transaction confirmation.
- Information submitted through Contact Us, Newsletter Signup, Donate, Volunteer, Internship, Grant, School Registration, Sponsor a Family, Corporate Partnership, and General Inquiry forms.
- Messages, feedback, event registrations, support requests, newsletter preferences, and SMS consent records.
- IP address, device type, browser type, referring page, pages viewed, approximate location, cookie identifiers, and website-interaction data.
- Photographs, videos, stories, quotes, or testimonials when separate permission has been obtained.

How We Collect Information

We may collect information:

- Directly from you when you submit a form, donate, subscribe, register, volunteer, apply, contact us, or opt in to communications.
- Automatically through cookies, pixels, analytics, advertising-measurement tools, and similar technologies.
- From Square, GoHighLevel, LeadConnector, or other service providers when needed to confirm a transaction or provide a requested service.
- From parents, guardians, schools, authorized organizations, community partners, or program representatives.
- From publicly available sources where lawful and relevant to partnership outreach, due diligence, fraud prevention, or organizational operations.

How We Use Personal Information

We may use personal information to:

- Process donations and provide acknowledgments, confirmations, and tax receipts.
- Respond to inquiries and provide donor, volunteer, applicant, school, family, partner, or program support.
- Send impact reports, campaign updates, volunteer opportunities, event information, donation appeals, and emergency-response updates.
- Send donation confirmations, event reminders, volunteer reminders, fundraising campaigns, emergency alerts, and general updates by SMS where consent has been provided.
- Administer volunteer, internship, grant, school, sponsor-a-family, corporate-partnership, and educational workflows.
- Evaluate program participation, eligibility, safeguarding needs, and partnership requests.
- Maintain records, prevent fraud, improve our website, measure outreach, and comply with legal, tax, accounting, and regulatory obligations.

SMS and Mobile Information Privacy

When you voluntarily provide your mobile number and opt in, Footsteps Foundation Inc. may send text messages relating to:

- Donation confirmations
- Event reminders
- Volunteer reminders
- Fundraising campaigns
- Emergency alerts
- General organizational updates

Mobile Information Non-Sharing Commitment

No mobile information will be shared with third parties or affiliates for marketing or promotional purposes.

Information may be shared with subcontractors or service providers solely to support services such as messaging delivery, customer service, fraud prevention, or technical operations.

Text-messaging originator opt-in data and consent will not be shared with third parties for their own marketing purposes.

- Message frequency varies and generally will not exceed four messages per month, excluding transactional or direct-response messages.
- Message and data rates may apply.
- Reply **STOP** to opt out.
- Reply **HELP** for assistance.
- Consent to receive marketing texts is not a condition of donating, participating in a program, or receiving services.

Email and Newsletter Communications

Newsletter subscribers may receive:

- Impact reports
- Campaign updates
- Volunteer opportunities
- Event announcements
- Donation appeals
- Emergency-response updates

Our planned newsletter frequency is generally no more than four email communications per month. Important transactional or direct-response messages may be sent separately.

You may unsubscribe at any time using the unsubscribe link included in our emails or by contacting us.

Donations, Payments, and Donor Recognition

Online donations are processed through Square or another payment processor identified at the time of payment.

Payment processors collect and process payment-card and transaction information under their own privacy, security, and contractual terms. Footsteps Foundation Inc. does not intend to store full payment-card numbers on its website or CRM.

We may retain donation history, campaign designation, contact information, tax-receipt information, and transaction references for donor stewardship, accounting, compliance, and fraud-prevention purposes.

Donor names may appear on a donor wall, annual report, event display, or recognition feature only with permission. Donors may request anonymity.

When We Share Information

Footsteps Foundation Inc. does not sell or rent personal information.

We may share limited information:

- With service providers supporting payment processing, CRM, website hosting, forms, email, SMS, analytics, advertising measurement, security, accounting, or professional advice.
- With schools, community organizations, program partners, or authorized representatives where needed to fulfill a request or administer a program.
- With courts, regulators, law enforcement, government authorities, auditors, insurers, or advisers when legally required or reasonably necessary to protect safety, rights, assets, or the public.
- In connection with an organizational restructuring, transfer, merger, or similar event, subject to appropriate privacy protections.

Cookies, Analytics, Pixels, and Advertising Measurement

Our website may use cookies, pixels, tags, and similar technologies to operate the site, remember preferences, understand traffic, measure campaign performance, and improve communications.

These technologies may include:

- Essential website and security cookies
- Google Analytics
- Google Ads conversion tracking
- Meta Pixel
- YouTube embedded-video technologies

Visitors may manage cookies through browser settings or cookie controls presented on the website. Disabling cookies may affect some website features.

Third-Party Platforms and Services

Footsteps Foundation may use third-party platforms that include:

- GoHighLevel or LeadConnector for website forms, CRM, email, and SMS services
- Square for donation and payment processing
- Google Analytics and Google Ads tools
- Meta advertising-measurement tools
- YouTube for embedded video

These providers operate under their own privacy policies and terms. External websites linked from our website are responsible for their own privacy practices.

Children's Privacy and Program Information

Footsteps Foundation serves children and families, but children are not permitted to submit applications directly through our website.

Information concerning a child must be submitted by a parent, legal guardian, school, authorized organization, or another appropriate adult representative.

We do not knowingly collect personal information online directly from children under 13 without appropriate authorization. If we learn that information was submitted improperly, we will take reasonable steps to review and delete it where required.

Data Security

We use reasonable administrative, technical, and organizational safeguards designed to protect personal information.

Safeguards may include secure service providers, account authentication, restricted access, encryption in transit where supported, monitoring, backups, and documented operating procedures.

No transmission or storage system is completely secure. We cannot guarantee absolute security, but we work to protect information in a manner appropriate to its sensitivity and our operations.

Data Retention

We retain information only as long as reasonably necessary for donor stewardship, tax and accounting obligations, program administration, safeguarding, fraud prevention, dispute resolution, legal compliance, and organizational recordkeeping.

Retention periods vary according to the type of record. When information is no longer needed, we may delete, anonymize, or securely archive it as permitted by law.

Your Privacy Rights and Choices

Subject to applicable law, you may ask us to:

- Confirm whether we hold personal information about you.
- Provide access to or a copy of certain information.
- Correct inaccurate information.
- Delete information where legally required or reasonably appropriate.
- Restrict or object to certain uses.
- Update your communication preferences.
- Stop marketing emails or SMS messages.

We may need to verify your identity before completing a request. Certain records may be retained where required for legal, tax, accounting, safeguarding, fraud-prevention, or legitimate organizational purposes.

International Visitors and Data Transfers

Footsteps Foundation Inc. is based in the United States and may conduct or support programs and partnerships internationally.

Personal information may be processed in the United States or in other countries where Footsteps Foundation or its service providers operate. Privacy laws may differ from those in your jurisdiction.

Where applicable, we will address privacy requests in accordance with relevant laws that may apply to residents of the European Economic Area, United Kingdom, California, and other jurisdictions.

Changes to This Privacy Policy

We may update this Privacy Policy to reflect changes in our services, technology, operations, legal obligations, or privacy practices.

Updated versions will be posted on this page with a revised effective date. Material changes may also be communicated through our website, email, or another appropriate channel.

Contact Footsteps Foundation Inc.

Questions, privacy requests, communication preferences, and concerns may be directed to:

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OUR PROMISE

WE WILL SHOW THE WORK.

We are committed to protecting personal information, documenting impact, publishing available records, and strengthening this Trust Center as Footsteps Foundation grows.