



DATA AND INFORMATION USE PRIVACY POLICY

Effective Date: January 07, 2025

PURPOSE

The purpose of this Data and Information Use Privacy Policy is to provide transparent guidelines on how BLACK Wellness & Prosperity Center (BWPC) collects, uses, protects, and shares personal information. This policy applies to all data BWPC interacts with, including but not limited to websites, social media platforms, events, and services. By outlining our data practices, this policy aims to ensure compliance with legal and ethical standards, safeguard user privacy, and promote a trustworthy relationship between BWPC and its community.

INFORMATION WE COLLECT

- **Non-Personally Identifiable Information:** When you visit our website, we collect data that does not identify you personally, such as pages viewed, search terms, and interactions with our site. We use cookies and similar technologies to collect this data, which helps us enhance website functionality and improve our services. If you prefer not to accept cookies, you can adjust your browser settings, but some features of the website may not be available.
- **Personally Identifiable Information (PII):** BWPC collects PII when you interact with us through various services such as registering for events, donating, purchasing a product, or communicating with us. This information may include but is not limited to, your name, address, email, phone number, and payment details.

LEGAL BASIS FOR COLLECTING DATA

BWPC collects and processes personal data in accordance with applicable data protection laws, including the California Consumer Privacy Act (CCPA) and the General Data Protection Regulation (GDPR), where applicable. The legal bases for collecting and processing your data include:

- **Consent:** When you provide us with personal information, such as registering for events or subscribing to our communications, you give consent for BWPC to use and process your data.
- **Contractual Necessity:** We may need your personal data to fulfill a contract with you, for example, processing donations or event registrations.
- **Legal Obligations:** BWPC may process personal data to comply with legal obligations, such as responding to law enforcement or regulatory requests.
- **Legitimate Interests:** BWPC may process personal data where necessary for our legitimate interests, like improving our services or analyzing website interactions, unless your rights and interests override those interests.

USE OF INFORMATION

BWPC uses the information we collect to:

- Enhance and personalize services and content.
- Respond to inquiries and provide support.
- Offer relevant programs and services based on your preferences and needs.

SHARING OF INFORMATION

BWPC **does not sell** your personal information. We share your information only in the following circumstances:

- **With Your Consent:** For specific activities or events.
- **With Service Providers:** To assist in delivering our services (e.g., email marketing, payment processing, hosting services), under strict confidentiality agreements.
- **For Legal Compliance:** When required by law or in response to emergencies.

We may also share non-personally identifiable information for research and analysis to improve our offerings.

EMAIL & SMS COMMUNICATIONS

BWPC uses Mailchimp as our marketing and communication platform for both emails and text messages. By subscribing, you acknowledge that your information will be transferred to Mailchimp for processing. Learn more about Mailchimp's privacy practices [here](#). By providing your email address and phone number and opting in, you consent to receive transactional, marketing, and update-related communications from BWPC. Read our SMS terms and conditions [here](#).

OPTING OUT

You can manage your preferences for receiving emails or direct mail from BWPC by:

- **Email Opt-Out:** You may opt out of marketing emails at any time by following the unsubscribe link in each email. You can also contact us at: info@black-enterprises.com.
- **SMS Opt-Out:** You can cancel any time by texting "STOP". After you send the SMS message "STOP," we will send you a message to confirm that you have unsubscribed, and you will no longer receive messages. If you would like to start receiving messages from BWPC again, you would simply sign-up as you did the first time, and BWPC will start sending messages to you again.

SOCIAL MEDIA

We may monitor and collect information from interactions with our social media accounts, which are operated by third parties, posted on our accounts, or linked to us on third-party operated social networks and/or other web offerings (such as Twitter, LinkedIn, Facebook, Instagram, TikTok, or Google). Our services include social media features, such as the Facebook Like button and widgets, the share this button, or interactive mini programs that run on our site. These features may collect your IP address, which page you are visiting on our site, and may set a cookie to enable the feature to function properly. Social media features and widgets are either hosted by a third-party or hosted directly through our services. Your interactions with these features are governed by the privacy notice of the company providing it.

COOKIES AND WEBSITE DATA COLLECTION

BWPC's website uses cookies, which are small data files stored on your computer. Cookies help us enhance your experience by remembering your preferences, personalizing content, and analyzing site traffic. We may use session cookies (which expire when you close your browser) and persistent cookies (which will stay until deleted) to improve your interaction with our website.

Some examples of cookies are as follows:

- **Strictly Necessary Cookies:** Essential for website functionality, including logging-in and making purchases.
- **Analytical/Performance Cookies:** Help us track website performance and improve user experience.
- **Functionality Cookies:** Enhance your site experience, such as remembering your preferences.
- **Advertising/Tracking Cookies:** Used to tailor advertising to your interests.
- **Third-Party Cookies:** Used by external services such as social networks and web analytics. You can manage your cookie preferences through your browser settings, but please note that blocking cookies may interfere with website functionality.

DATA SECURITY

BWPC implements security measures to protect your personal information. However, no method of electronic transmission or storage is completely secure, and we cannot guarantee absolute security.

DATA RETENTION

BWPC will retain your personal information only for as long as necessary to fulfill the purposes outlined in this policy, or as required by law. When no longer needed, personal information will be deleted or anonymized.

CHILDREN'S PRIVACY

BWPC does not knowingly collect or solicit personal information from children under the age of 13. If you believe we have inadvertently collected such information, please contact us immediately at: info@black-enterprises.com.

YOUR RIGHTS

You have the right to access, correct, or delete your personal information. To request any changes, please contact us at: info@black-enterprises.com.

LINKS TO OTHER WEBSITES

Our website may contain links to third-party websites. BWPC is not responsible for the privacy practices or content of these external sites. Please review their privacy policies separately.

COMMENTS OR COMPLAINTS

We welcome your comments about our notice and our privacy practices. If you believe your privacy rights have been violated, you may file a complaint with the relevant data protection authority in your jurisdiction, or at:

BLACK Wellness & Prosperity Center
Marketing & Communications
2201 Calaveras Street
Fresno, CA 93721
E-Mail Address: info@black-enterprises.com

CHANGES TO THIS NOTICE

BWPC reserves the right to change our privacy practices and update this Data and Information Use Privacy Policy accordingly. When we do, we will post the new version with an updated "Effective Date". The policy contains the effective date on the first page, in the top left-hand corner.

CONTACT INFORMATION

If you have any questions about this Data and Information Use Privacy Policy or concerns about how we handle your information, please contact us at:

BLACK Wellness & Prosperity Center
Marketing & Communications
2201 Calaveras Street
Fresno, California 93721
Email: info@black-enterprises.com

REVIEW AND REVISION

This policy will be reviewed annually and updated as needed to reflect changes in security requirements or business practices.

I have read, understand, and agree to comply with the foregoing policy, rules, and conditions governing the use of BWPC's Data and Information Use Privacy Policy. I am aware that violations of this guideline may subject me to disciplinary action, including termination from employment, legal action and criminal liability. Furthermore, I understand that this policy can be amended at any time.

Name/Title (Print)

Signature

Date