

# Shape Up America! Privacy Policy

Shape Up America! <http://www.shapeup.org/about/privacy.html>

Last Updated: August 2015

---

At Shape Up America! (SUA), your privacy is very important to us. In order to protect your privacy we provide this notice explaining what types of information we collect on our site and how it is used. Please note that this policy only covers information collected by SUA and not information collected by our partners, sponsors, or third-party transaction processors.

What kind of information do we collect, and how do we collect it?

SUA may request personal information from you if you 1) communicate with us through one of our contact forms or through an email message; 2) subscribe to an SUA newsletter or other publication; or 3) participate in an SUA event that requires advance registration. Normally we will only collect your name and email address, which will be used solely for communication and/or fulfillment purposes. Otherwise we do not collect other personal information that might compromise your privacy. You may of course provide this type of information on a voluntary basis through one of our contact forms or an email message, or when sending a donation through postal mail. Any such personal information would be kept confidential, and would only be released to a third party with your explicit consent.

What about donations and purchases?

When you make a donation to SUA, you may choose either to donate online through PayPal or to send us a check directly through postal mail. If you choose to donate through PayPal, all credit/debit card information and any other information you provide during this process will be handled and stored entirely by PayPal, in accordance with its User Agreement (available at <http://www.paypal.com>). When you send us a check through the mail, the information you provide us will be used only to process your check, and to acknowledge your donation as you specify, or as the law requires. Occasionally we may offer products for purchase on our site such as books and other items. These transactions are processed by a third party and we will only maintain a record of your purchase in order to track fulfillment and handle customer service issues.

Do we link to external sites?

We frequently place links within our original content and news reporting that will take you to an external site. This is typically to provide more information about a topic and does not imply any endorsement of external site, its owner, or any content therein. We place links to our sponsors' sites in clearly delineated "sponsor" areas of our site, and we also have links to partners and other nonprofit organizations in well-marked areas. Please keep in mind once you leave our site you will

no longer be covered by our privacy policy, and any information you provide on another site is subject to their policies.

Do we use cookies?

Our site currently only uses cookies for analytics purposes. This allows our site to capture information about your browser so that we can optimize your visit and compile aggregate data about traffic and how our site is used. We do not collect any personal information through cookies. Some of our online applications use server sessions that temporarily store information you enter during use, but these applications do not collect any information that could personally identify you, and the session is deleted after you leave our site. You may of course choose to disable cookies or other web customization features of your browser, but you will find that some features of our site are consequently unavailable.

What kinds of information do we collect through server logs?

Our log files collect information in accordance with industry standards, including Internet protocol (IP) addresses, platform/browser types, referring pages, and timestamps. We also collect information on server errors and internal site navigation. This information is collected in order to analyze aggregate trends such as site demographics, page visit frequency, and general usability. None of this information is used to personally identify individual visitors to our site.

Do we track visitors to our website?

Through our log files we automatically monitor site usage, including where visitors come from (referring pages), how long visitors stay, and what links (if any) are used to leave our site. This information is used to help improve our site, and we do not attempt to keep track of individual visitors. After you leave our site, no attempt is made to track or monitor your movements.

Legal Compliance

Although we will make every effort to protect your privacy, there are instances where we may be required by law to release information to law enforcement entities. Examples would include subpoenas, court orders, search warrants or other law enforcement requests.

Changes to this policy

We may, at any time, decide to revise this policy. If this policy is revised, we will make it available at <http://www.shapeup.org> along with a change log describing how the policy was revised.

How to contact us

If you have any questions about this policy, please let us know at [privacy@shapeup.org](mailto:privacy@shapeup.org).

changelog

08/07/15 -- revisions to introduction and information collection; removal of obsolete cookie policy details and cookie revisions; addition of purchase information.