

## **60 Plus PRIVACY POLICY:**

*Effective Date: **January 8, 2026***

We want you to continue to participate in the important work of 60 Plus. We take special efforts to protect any personal information you may provide us. We are concerned about our online privacy when we visit other sites, so we want your experience to be as safe and comfortable as we expect from others.

### **Traffic Tracking**

To enhance the convenience of visitors to 60plus.givesecured.org and its affiliated sites, we track and analyze traffic patterns to improve the user experience.

### **Links**

We offer links to non-affiliated websites. Those non-affiliated sites may employ their own privacy policies. We encourage our visitors to visit the sites that link to our site, but please review the privacy policies of those other websites as we are not responsible for the privacy practices, content, or advertising of such third-party websites.

### **Petitions, Surveys, Polls, News Alerts, etc.**

60 Plus frequently invites visitors to register to participate in a variety of grassroots actions. These initiatives often require us to capture personal information such as name, email address, postal address and other data related to the particular initiative. How

such data will be used will be stated on the reply form. Your permission to use such data is implied by your participation in the initiative under those stated terms but your email address will never be shared with a 3rd party. We will share such information with our affiliated sites in order to more effectively communicate with you about the important issues we think are of concern to you and to send you information on behalf of our partners and sponsors. We reserve the right to share your postal address and aggregated demographic information with advertisers, sponsors, and partners.

## **Credit Card Transactions**

We do not share your credit card information even with our own websites or affiliates, or with third parties except our merchant account established expressly to process your transactions in a secured manner.

We have security procedures such as encryption in place to guard your credit card information from unauthorized disclosure, loss or misuse. Those who make purchases using their credit card are directed to a secure server. Information such as your email or postal address and other confirming information will be used for processing your transaction. But your full credit card information will only be used through our secure merchant account and will not be otherwise disclosed or maintained by 60 Plus.

## **Changes in Privacy Policy**

We may revise this Policy at any time. We will post any changes to our Privacy Policy on this page, and any changes that we deem are more

than minor in significance will be posted as an alert on our home page.

Again, should you wish, you may always Unsubscribe.

If you believe you have data rights governed by any state or federal law, including but not limited to the California Privacy Rights Act of 2020 (CPRA), the Colorado Privacy Act (CPA), the Connecticut Data Privacy Act (CDPA), the Utah Consumer Privacy Act (UCPA), the Virginia Consumer Data Protection Act (VCDPA), and wish to know more about or exercise such rights, please see below.

## **WE'RE GRATEFUL FOR YOUR SUPPORT – AND WE RESPECT YOUR WISHES**

We want to communicate with millions of Americans about our important mission in the least intrusive ways, and to do so we rely on digital data. Some states have enacted laws that protect rights to your personal data such as your name and postal or email address.

Even though states may not constitutionally enact Do Not Mail laws, and even before enactment of state laws about personal information and data privacy rights, we sought to ensure that people who do not wish to receive unwanted postal or digital mail had their desires honored. The process of suppressing names to prevent unwanted mail uses computerized methods, and does not stop printed mailings in process, but takes approximately eight weeks on average to filter for total effectiveness. Our direct mail data agents use the best industry standards out of respect for donors and their family members — because it is the right thing to do. We too have family members or friends we wish to be respected. It is personal to us that we respect

Do Not Mail and other reasonable requests, even though states legally may not prohibit mail.

Here are some notices required by data privacy laws in various states.

## **CALIFORNIA**

The California Privacy Rights Act provides some California residents with (1) the right to know and see what personal information we have collected about them, including:

- The categories of personal information we have collected about them;

- The categories of sources from which the personal information is collected;

- The business or commercial purpose for collecting or sharing their personal information;

- The categories of third parties with whom we have disclosed their personal information; and

- The specific pieces of personal information we have collected about them.

Residents have the right to (1) request that we delete the personal information we have collected from them (and direct our service providers to do the same), (2) request that we correct inaccurate personal information, (3) opt out of the sharing of their personal information to a third party for cross-context behavioral advertising.

Residents can request certain information about our disclosure of personal information to third parties for those parties' own direct

marketing purposes during the preceding calendar year. This request is free and may be made once a year. Residents have the right not to be discriminated against for exercising any of the rights listed above.

To request access to or deletion of their personal information, opt out of the sharing of personal information or to exercise any other privacy rights under California law, residents may contact us at the email or postal address provided in our Privacy Policy.

To respond to some residents' requests, we may need to authenticate their identity by providing information about themselves. Authorized agents may make requests if the resident has given them legal power of attorney or we are provided proof of signed permission, verification of residents' identity, and, in some cases, confirmation that they provided the agent permission to submit the request.

**Response Timing and Format.** We aim to respond to a consumer request in relation to these rights within 45 days of receiving that request. If we require more time, we will inform the requester of the reason and extension period in writing.

## **COLORADO**

The Colorado Privacy Act provides some Colorado residents with (1) the right to know and see what personal data we have collected about you in a portable format, (2) the right to request that we correct inaccurate personal data, (3) the right to request that we delete the personal data we have collected about them, (4) the right to opt out of targeted advertising and the sale of your data (as defined under Colorado law).

To request access to or deletion of your personal data, authenticate and exercise rights, opt out of targeted advertising and the sale of personal data, appeal our decision regarding a request related to these rights, or to exercise any other privacy rights under Colorado law, they may use one of the following methods:

Write to us at the email or postal address in our Privacy Policy to exercise rights.

To respond to some requests, we may need to verify your request either by asking you to authenticate your identity by providing information about yourself. Authorized agents can make a request on your behalf if you have given them legal power of attorney or we are provided proof of signed permission, verification of your identity, and, in some cases, confirmation that you provided the agent permission to submit the request.

## **CONNECTICUT**

The Connecticut Data Privacy Act provides some Connecticut residents with (1) the right to know and see what personal data we have collected about them in a portable format, (2) the right to request that we correct inaccurate personal data, (3) the right to request that we delete the personal data we have collected about them, (4) the right to opt out of targeted advertising and the sale of their data (as defined under Connecticut law).

To request access to or deletion of your personal data, opt out of targeted advertising and the sale of personal data, appeal our decision regarding a request related to these rights, or to exercise any other privacy rights under Connecticut law, residents may contact us using one of the following methods:

Use the email address at our Internet site Privacy Policy to authenticate and exercise rights via our website.

Writing to us at the postal address shown at our Internet site Privacy Policy.

## **UTAH**

The Utah Consumer Privacy Act provides some state residents with (1) the right to know and see what personal data we have collected about you in a portable format, (2) the right to request that we delete the personal data we have collected about you, (3) the right to opt out of targeted advertising (as defined under Utah law).

To exercise rights, such as requesting access to or deletion of personal data, opting out of targeted advertising, or to exercise any other privacy rights under Utah law, resident may contact us using one of the following methods:

Visit our Privacy Policy to authenticate and exercise rights via our Internet site.

Write to us at the address listed I our Privacy Policy.

## **VIRGINIA**

The Virginia Consumer Data Protection Act provides some Virginia residents with certain rights.

They have the right (1) to know and see what personal data we have collected about you, (2) the right to request that we correct inaccurate personal data, (3) the right to request that we delete the personal data

we have collected about you. (4) the right to opt out of targeted advertising and the sale of your data (as defined under Virginia law).

To request access to or deletion of your personal data, to opt out of targeted advertising and the sale of personal data, or to exercise any other privacy rights under Virginia law, please contact us using one of the following methods:

Visit our Privacy Policy to authenticate and exercise rights via our Internet site.

Write to us at the postal address stated in our Privacy Policy to exercise rights, or to appeal our decision regarding a request related to these rights.

60 Plus values your privacy and is committed to protecting your personal information. This Privacy Policy outlines how we collect, use, and safeguard your data, particularly regarding our SMS (text message) communications, in compliance with 10DLC regulations.

## **1. Information We Collect**

We may collect the following personal information from you when you engage with our website or services:

- **Personal Information:** Name, email address, phone number, and mailing address.
- **SMS Opt-In Data:** When you provide your phone number and consent to receive text messages, we collect and store this information securely.
- **Device & Usage Data:** Information such as IP addresses, browser types, and pages visited to improve website functionality and user experience.



## 2. How We Use Your Information

We use your personal data to:

- Communicate important updates, events, and request donations to 60 Plus.
- Send SMS alerts, event reminders, and organizational updates (only if you've opted in).
- Respond to inquiries and provide support.
- Improve our website and outreach efforts based on user interactions.

**Message Frequency:** If you've opted into our SMS communications, message frequency will vary.

**Message & Data Rates:** Standard message and data rates may apply depending on your mobile carrier.

## 3. SMS Consent and Opt-Out

- **Opt-In:** By submitting your phone number through our website or other opt-in methods, you consent to receive SMS messages from 60 Plus.
- **Opt-Out:** You can opt out of receiving SMS messages at any time by replying STOP to any message. This will unsubscribe you from future text communications.
- **Help:** For assistance or more information, reply **HELP** or contact us directly at 703-807-2070.

## 4. Data Sharing and Third Parties

**We respect your privacy and will never sell, rent, trade, or share your personal information with third-party marketers or advertisers.**

We may only share your data under the following limited circumstances:

- **Trusted Service Providers:** We may share data with vendors or partners who help us operate our website, process donations, or manage SMS communications. These providers are contractually obligated to protect your data and use it solely to perform services on our behalf.
- **Legal Requirements:** We may disclose personal information if required to do so by law, legal process, or governmental request.

Your information remains secure and confidential, and we take your privacy seriously.

## **5. Data Security**

We implement reasonable security measures to protect your personal data from unauthorized access, alteration, disclosure, or destruction. However, no method of transmission over the internet or electronic storage is 100% secure, and we cannot guarantee absolute security.

## **6. Your Rights and Choices**

You have the right to:

- Access and review the personal data we hold about you.
- Correct any inaccuracies in your information.

- Request deletion of your personal data (subject to legal or operational requirements).
- Opt-out of SMS and other communications at any time.

To exercise any of these rights, please contact us at 703-807-2070.

## **7. Cookies and Tracking Technologies**

Our website may use cookies to enhance user experience and track website analytics. Cookies do not collect personal information but help us improve site functionality. You can adjust your browser settings to refuse cookies or alert you when cookies are being used.

## **8. Changes to This Privacy Policy**

We reserve the right to update this Privacy Policy at any time. Changes will be posted on this page with an updated "Effective Date." We encourage you to review this policy periodically to stay informed about how we protect your information.

## **9. Contact Us**

If you have any questions or concerns about this Privacy Policy or our data practices, please contact us directly at [info@60plus.org](mailto:info@60plus.org) or call 703-807-2070 or write to:

**60 Plus**

**2121 Eisenhower Avenue, Suite 229**

**Alexandria, VA 22314**

## **10. Children Under the Age of 13**

60 Plus does not knowingly collect personal information from children under 13. If we learn we have collected or received personal information from a child under 13 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 13, please contact us at [info@60Plus.org](mailto:info@60Plus.org).

## **11. Accessing and Correcting Your Information**

You can review and change your personal information by logging into the Website and visiting your account profile page. You may also send us an email at [info@60Plus.org](mailto:info@60Plus.org) to request access to, correct or delete any personal information that you have provided to us. We cannot delete your personal information except by also deleting your user account. We may not accommodate a request to change information if we believe the change would violate any law or legal requirement or cause the information to be incorrect.