Privacy Policy
San Francisco-Marin Food Bank
San Francisco, CA
Effective Date: 10/30/2026

1. Introduction

San Francisco-Marin Food Bank ("we," "our," "us," or the "Food Bank") is committed to protecting the privacy and security of our partners, donors, participants, volunteers, website visitors, and others who interact with us online or offline.

This Privacy Policy describes how we collect, use, disclose, and protect Personal Information (as defined below) that you provide to us or that we collect when you visit our website, make a donation, sign up for our eNews or other communications, volunteer with us, complete forms, participate in surveys, register for events, or otherwise communicate with us.

2. Your Consent

Please review this Privacy Policy carefully. By using our website or otherwise providing information to us, you consent to the collection, use, disclosure, and storage of your information as described in this Privacy Policy.

All Personal Information may be used for the purposes described in this Privacy Policy. We may also use information that has been aggregated, de-identified, or otherwise does not identify you personally for any lawful purpose.

3. Personal Information We Collect

"Personal Information" means information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular individual or household. Depending on how you interact with us, Personal Information may include your name, email address, telephone number, mailing address, zip code, payment card information, donation history, volunteer history, information related to your requests for food assistance or other services, and other information you choose to provide to us.

We collect information from you when you voluntarily provide it, using automated technology, and through third party sources. We may combine data from third party sources including through other companies, exchanging mailing lists, and database co-operatives.

We may collect Personal Information about you when you interact with us, including when you:

- make a financial donation;

- sign up to receive our communications;
- register or sign up to volunteer;
- complete surveys, forms, or event sign-up pages;
- contact us by email, phone, or through our website;
- use our website to find food, pantry or community food site locations, grocery distributions, home-delivered groceries, or other services;
- request food assistance, schedule or request appointments, or ask to be contacted about available food and other social services;
- provide information so that we can help determine what services, programs, or resources may be relevant to you or your household; or
- otherwise provide information to us directly.

Personal Information also includes information collected and maintained through your use of our website, including your personal preferences.

If you are a user of our food assistance services or use our website to locate or request services, the information we collect may include contact information, location information such as ZIP code or address, household information, and other information you choose to provide in connection with your request for food assistance.

When you browse our website, we and our service providers may also collect certain information automatically, such as your browser type, operating system, IP address, device identifiers, referring website addresses, pages viewed, access dates and times, clicks, and other information about your interactions with our website, including information entered into forms or fields on our website.

We also collect and maintain aggregate anonymous information about usage of and visitors to our website.

4. How We Use Your Information

We use Personal Information to:

- send you newsletters, updates, and other communications about our organization,
- connect you with services, programs, activities, events, and volunteer opportunities;
- process donations and other transactions;
- communicate with you regarding donations, volunteer activities, registrations, appointments, requests for assistance, event updates, and related information;
- respond to your inquiries and provide support;
- help connect individuals and households with food assistance;

- process and respond to requests for food assistance, appointments, referrals, or other program-related services;
- administer surveys, forms, registrations, and sign-up pages;
- facilitate outreach, analytics, marketing, and advertising activities;
- administer, maintain, and improve our website, services, programs, and outreach efforts;
- protect the security and integrity of our website, systems, and operations; and
- comply with legal obligations and protect our legal rights.

You may subscribe, unsubscribe or manage your subscription to communications at any time by emailing us at privacy@sfmfoodbank.org

5. How We Share Your Personal Information

- We may disclose Personal Information you provide to service providers and contractors that support our operations, such as vendors that help us communicate with you, process donations, manage volunteer activities, provide technology services, or process payments.

- We may disclose Personal Information to service providers, contractors, and partner organizations that help us provide food assistance, connect individuals and households with pantry or community food site, grocery, delivery, or other food access services, respond to requests for assistance, coordinate appointments or referrals, and otherwise support our programs and operations.

- We may share your Personal Information with third parties that assist with our outreach, marketing, analytics, or advertising efforts. See the section below titled "Advertising and Behavioral Marketing" for additional information. If applicable: If you would like to opt out of certain sharing activities, please click the "Do Not Sell or Share My Personal Information" link at the bottom of our website.

- We may disclose Personal Information if required to do so by law, regulation, legal process, or court order, or if we believe disclosure is necessary to comply with our legal obligations, protect our rights or property, or protect the rights, property, or safety of the Food Bank, our donors, volunteers, program participants, website users, or others. We may also disclose Personal Information to governmental authorities or law enforcement under those circumstances.

- The most cost-effective way for us to acquire new members is to occasionally exchange mailing lists with other carefully selected organizations.

- We do not sell your Personal Information for monetary consideration.

6. Cookies, Pixels, and other Tracking technologies

Cookies are small data files stored on your device by your web browser. A "web beacon" is a small object or image embedded in a web page, application, or email that is used to

track activity. Pixels and tags are similar technologies consisting of code embedded on a website or in an email that can collect information about your interactions with the website, email, or other online content.

When you visit our website, we and/or third parties may use cookies, pixels, web beacons, tags, and other automated technologies to collect information about your browser, device, and interactions with our website. This information may include your IP address, browser type, operating system, pages viewed, links clicked, information you choose to enter into forms or fields on our website, referring website addresses, and the date and time of your visit.

We use these technologies to help operate and improve our website, understand how users engage with our website, measure the effectiveness of our communications and outreach, and support analytics and marketing efforts. Third parties that provide analytics, advertising, or similar services may also use these technologies on our website for these purposes.

Most web browsers automatically accept cookies, but you can usually change your browser settings to decline or delete them. For more information about cookies, including how to manage or disable them, please refer to your browser's help section. Please note that disabling cookies may affect the functionality of certain features of our website.

7. Mobile Messaging

You may choose to receive certain text or SMS messages from SF-Marin Food Bank. If you opt in to such messaging, we may collect and use certain personal information, including phone number, email, product browsing behavior, purchase behavior, device type, cellular carrier, and location to contact you and provide you marketing communications or promotions. No mobile information collected by SF-Marin Food Bank will be shared with third parties or affiliates for marketing or promotional purposes. Text messaging originator opt-in data and consent will not be shared with any third parties, except as needed to provide messaging services through Twilio and other service providers that support SF-Marin Food Bank's communications program. We retain mobile numbers, opt-in source, opt-in timestamp, SMS message history, and opt-out records as needed to operate the program, honor donor preferences, and maintain compliance records. By subscribing to text or SMS messages, you consent to receive recurring automated text messages from SF-Marin Food Bank to aid in our fight against hunger. Message & data rates may apply. If you have any questions, text HELP to the number you received a text message from or contact us at privacy@sfmfoodbank.org. If you no longer wish to receive text notifications from us, you may opt-out of receiving marketing-related texts by using the unsubscribe method provided in our communications or by contacting us at privacy@sfmfoodbank.org.

8. Advertising and Behavioral Marketing

We use remarketing services to advertise on third-party websites to you after you visit our website.

We and/or third-parties including advertising companies, marketing entities, and service providers on our behalf, use cookies, web beacons and other similar technology, to collect information for the purposes described in this Privacy Policy including advertising, analytics, online behavioral marketing, monitoring performance and improvement of our online services (traffic, errors, page load time, popular pages, etc.).

You may opt out of behavioral marketing as follows:

- **Digital Advertising Alliance**: https://optout.aboutads.info/?c=2&lang=EN; or the National Advertising Initiative https://optout.networkadvertising.org/?c=1; or by using your mobile device settings

- **Facebook**. To understand more about Facebook advertising and manage your preferences, please visit this link at Facebook. Login to Facebook and go to Settings > Ads > Ad Settings (web) or Ad Preferences > Ad Settings (app) for more information.

- **Google Ads**. To opt out of Google Ads, please visit Google Ads Settings: https://adssettings.google.com.

- **Twitter / X:** X remarketing service is provided by X Corp. You can opt-out from X's interest-based ads by following their instructions: https://help.x.com/en/safety-and-security/privacy-controls-for-tailored-ads. You can learn more about the privacy practices and policies of X Corp. by visiting its Privacy Policy page: https://x.com/en/privacy.

- **Microsoft**. To learn more about how Microsoft uses your data across its products and manage your privacy preferences, please visit Microsoft Privacy. Information on Microsoft Advertising and opt-out choices is available at Microsoft Resources

- **LinkedIn**: We use LinkedIn to understand and analyze user interaction with our website. For information about Linked In privacy settings or ad preferences, please visit: https://www.linkedin.com/help/linkedin/answer/a1342443 or https://www.linkedin.com/help/linkedin/answer/a1337839

- **Hotjar**: We also use Hotjar for website analytics and to understand how our website, services, and products perform and how you use them. To learn more about how Hotjar uses data, please visit https://help.hotjar.com/hc/en-us/articles/36820004397713-Privacy-FAQs. To manage Hotjar's use of your data, please visit https://www.hotjar.com/policies/do-not-track/.

Because technology is constantly changing, we may change the types of Cookies that are used with the Sites from time to time. We will update this Policy in accordance with applicable law. To find more information about cookies and for instructions on how to disable them please visit www.allaboutcookies.org or visit the help section of your browser. Most browsers are initially set to allow cookies, but also offer the option to

restrict cookies or warn you of their use. By disabling cookies, you won't be able to enjoy the convenience provided by our customization.

9. External Links

Our website may contain links to third-party sites, which operate under different privacy policies. We encourage you to review those privacy policies, as this Privacy Policy does not apply to such sites, and we have no control over information you may submit to those third parties or how they may use the information you provide to them.

10. Children's Privacy

We do not knowingly collect or solicit personal information from visitors 13 years of age or under or knowingly allow the, to purchase goods or memberships through our website. Visitors 13 years of age and younger must obtain a parent or guardian's permission before submitting any personal information to this or any other website. In the event that we learn that we have received any personal information from a visitor 13 years of age or younger, and we do not receive parental permission within a reasonable period of time of our request for it, we will delete that information as quickly as possible. Accordingly, we are in compliance with the requirements of the Children's Online Privacy Protection Act ("COPPA"). If you believe that we might have information from a child 13 years of age or younger, please contact us at privacy@sfmfoodbank.org.

11. Retention of Your Personal Information

We will retain your personal information for as long as it is necessary for the purposes described in this Privacy Policy. We will retain and use your personal information to the extent necessary to comply with our legal obligations, resolve disputes, and enforce our legal agreements and policies.

12. How We Protect Your Personal Information

We implement and maintain reasonable security measures designed to protect the Personal Information you share with us through use of our website. Unfortunately, we cannot guarantee that data transmitted over the internet will always be secure. As a result, while we strive to protect your Personal Information, we cannot guarantee the security of any information transmitted to us through the website, and you provide such information at your own risk.

13. Your California Privacy Rights

Residents of the State of California have the right to request from companies conducting business in California, a list of all third parties to which the company has disclosed Personal Information during the preceding year for direct marketing purposes.

If you are a California resident and would like information about how to exercise your third party disclosure choices, you must send a request with a preference on how our response to your request should be sent (email or postal mail):

- Via email to: privacy@sfmfoodbank.org
- Via mail at:

  Michael Braude
  San Francisco-Marin Food Bank
  900 Pennsylvania Avenue

  San Francisco, California 94107
  Attn: Your California Privacy Rights

All requests sent via mail must be labeled "Your California Privacy Rights" on the envelope or post card and clearly stated on the actual request. For all requests, please include your name, street address, city, state, and zip code. (Your street address is optional if you wish to receive a response to your request via email. Please include your zip code for our own recordkeeping.) **We will not accept requests via the telephone or other means.** We are not responsible for notices that are not labeled or sent properly, notices that are illegible or do not have complete information.

14. California Do Not Track Notice

Because there are not yet common, industry-accepted "do not track" standards and systems, the website does not currently respond to Do Not Track signals. In addition, we may allow third parties to collect Personal Information from your activity on our website, as described in this Privacy Policy.

15. Updates to This Privacy Policy

We may update this Privacy Policy from time to time without prior notice. Any changes will be posted on our website, and the updated Privacy Policy will be effective as of the date it is posted.

16. Contact Us

If you have any questions or concerns about this Privacy Policy, please contact us at:

Michael Braude
San Francisco-Marin Food Bank
900 Pennsylvania Avenue

San Francisco, CA 94107
Email: privacy@sfmfoodbank.org