

# BOSS Website Privacy Policy

## Building Opportunities for Self-Sufficiency (BOSS)

*Last Updated: 03.01.2026*

*Effective Date: 02.24.2026*

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### Introduction

Building Opportunities for Self-Sufficiency ("BOSS," "we," "us," or "our") respects your privacy. This Website Privacy Policy explains how we collect, use, and share information when you visit our website at [www.self-sufficiency.org](http://www.self-sufficiency.org) (the "Website").

**Important Note:** This Website Privacy Policy applies only to information collected through our public website. If you are a client receiving services from BOSS, your protected health information and personal information related to services is governed by our separate Notice of Privacy Practices (HIPAA), which you can review [here](#).

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### Information We Collect

#### A. Information You Provide to Us

When you interact with our Website, you may choose to provide us with information, including:

- **Contact Information:** Name, email address, phone number, mailing address
- **Donation Information:** Payment details when you make a donation (processed securely through our payment processor)
- **Volunteer/Job Applications:** Resume, work history, references
- **Contact Form Submissions:** Any information you include when you contact us
- **Newsletter Signups:** Email address for our mailing list
- **Event Registrations:** Information needed to register for events

#### B. Information Automatically Collected

When you visit our Website, we automatically collect certain information through cookies and similar technologies:

- **Usage Data:** Pages visited, time spent on pages, links clicked, referring website
- **Device Information:** Browser type, operating system, device type (mobile/desktop)

- **Location Information:** General geographic location (city/region level, not precise location)
- **IP Address:** Your internet protocol address (anonymized after collection)
- **Cookie Identifiers:** Unique identifiers stored in cookies on your device

### **C. Information from Third Parties**

We may receive information about you from:

- **Social Media Platforms:** If you interact with our social media pages
  - **Public Databases:** To verify mailing addresses for communications
  - **Partner Organizations:** If you're referred to us by partner agencies (with your consent)
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## **How We Use Your Information**

We use the information we collect for the following purposes:

### **A. To Provide Services and Communications**

- Process donations and provide receipts
- Respond to your inquiries and requests
- Send you information about our programs and services
- Register you for events and volunteer opportunities
- Send newsletters and updates (with your consent)

### **B. To Improve Our Website and Services**

- Understand how visitors use our Website
- Analyze trends and user behavior
- Improve Website functionality and user experience
- Test new features and services

### **C. For Marketing and Outreach**

- Show you relevant advertisements about our services
- Measure the effectiveness of our advertising campaigns
- Reach people who may benefit from our services
- Conduct fundraising campaigns

## **D. For Legal and Safety Purposes**

- Comply with legal obligations
  - Protect our rights and property
  - Prevent fraud and ensure security
  - Respond to law enforcement requests
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## **Cookies and Tracking Technologies**

### **What Are Cookies?**

Cookies are small text files stored on your device when you visit websites. We use cookies and similar technologies to improve your experience and understand how our Website is used.

### **Types of Cookies We Use**

#### **Essential Cookies (Required)**

- Enable basic Website functionality
- Remember your privacy preferences
- Maintain security

#### **Analytics Cookies (Optional)**

- Google Analytics: Tracks how you use our Website
- Helps us understand visitor behavior and improve our services
- Learn more about Google Analytics

#### **Advertising Cookies (Optional)**

- Google Ads: Shows you relevant ads and measures ad performance
- Remarketing: Shows ads to people who previously visited our Website
- Conversion tracking: Measures if ads lead to donations or contact

#### **Preference Cookies (Optional)**

- Remember your settings and preferences
- Improve your user experience

## Your Cookie Choices

You can control cookies through:

### Browser Settings

- Most browsers allow you to block or delete cookies
- Visit your browser's help section for instructions

### Google Ads Settings

- Opt out of personalized ads: <https://adssettings.google.com>
- Manage ad personalization preferences

### Google Analytics Opt-Out

- Install the Google Analytics Opt-out Browser Add-on: <https://tools.google.com/dlpage/gaoptout>

**Note:** Disabling cookies may affect Website functionality and your user experience.

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## Google Analytics and Google Ads

### Google Analytics

We use Google Analytics to understand how visitors interact with our Website. Google Analytics collects information such as:

- Pages you view and how long you spend on each page
- How you arrived at our Website (search, social media, direct link)
- Your general location (city/state level)
- Device and browser information
- Actions you take on our Website

**Data Retention:** Google Analytics data is retained for 26 months, after which it is automatically deleted.

### Learn More:

- [Google Privacy Policy How](#)
- [Google Uses Data Google](#)
- [Analytics Terms of Service](#)

## Google Ads and Remarketing

We use Google Ads to:

- Show advertisements about BOSS services to people who may be interested
- Display ads to people who have previously visited our Website (remarketing)
- Measure how many people who see our ads visit our Website or make donations
- Understand which ads are most effective

### **User-Provided Data Collection (Enhanced Conversions)**

With your consent through our cookie banner, we may share **hashed (encrypted) versions** of contact information you provide (such as email addresses or phone numbers) with Google. This process:

- **Converts your information into a secure code** that cannot be reversed to identify you
- **Improves measurement** of our advertising campaigns
- **Helps us understand** which outreach efforts are most effective
- **Enables better audience matching** to reach people who may benefit from our services

**Important:** This data is hashed using one-way encryption before being sent to Google, making it impossible for Google to identify you personally from this data alone.

### **Google's Privacy Protections:**

- [Google Ads Data Protection Terms](#)
  - [Google's Commitment to Privacy](#)
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## **How We Share Your Information**

We do not sell your personal information. We may share your information in the following circumstances:

### **A. Service Providers**

We share information with trusted third-party service providers who help us operate our Website and services:

- **Payment Processors:** To process donations securely
- **Email Service Providers:** To send newsletters and communications (e.g., Wix, Constant Contact)
- **Website Hosting:** To host and maintain our Website
- **Analytics Providers:** Google Analytics, as described above
- **Advertising Platforms:** Google Ads, as described above

These providers are contractually required to protect your information and use it only for the purposes we specify.

## **B. Legal Obligations**

We may disclose information when required by law or to:

- Comply with legal processes (subpoenas, court orders)
- Respond to government requests
- Protect our rights and property
- Prevent fraud or illegal activity
- Protect the safety of our staff, clients, or the public

## **C. Business Transfers**

If BOSS is involved in a merger, acquisition, or sale of assets, your information may be transferred to the new owner.

## **D. With Your Consent**

We may share your information for other purposes with your explicit consent.

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## **Data Retention**

We retain your information for as long as necessary to fulfill the purposes described in this policy:

- **Contact Form Submissions:** 2 years (manual deletion)
- **Donation Records:** 7 years (for tax and accounting purposes - IRS requirement)
- **Newsletter Subscriptions:** Until you unsubscribe
- **Analytics Data:** 26 months (automatically deleted by Google Analytics)
- **Advertising Data:** 540 days or until campaign ends
- **Volunteer/Job Applications:** 1 year (EEOC compliant)

After these periods, we securely delete or anonymize your information.

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## **Your Privacy Rights**

Depending on your location, you may have certain rights regarding your personal information:

## **A. All Users**

**Access:** Request a copy of the personal information we have about you

**Correction:** Request that we correct inaccurate information

**Deletion:** Request that we delete your personal information (subject to legal retention requirements)

**Opt-Out of Marketing:** Unsubscribe from our emails or marketing communications at any time

**Cookie Control:** Manage your cookie preferences through your browser settings

## **B. California Residents (CCPA/CPRA Rights)**

If you are a California resident, you have additional rights:

**Right to Know:** Request details about the personal information we collect, use, and share

**Right to Delete:** Request deletion of your personal information

**Right to Opt-Out of Sale/Sharing:** We do not "sell" your information, but you can opt out of data sharing for targeted advertising

**Right to Non-Discrimination:** We will not discriminate against you for exercising your privacy rights

**Shine the Light:** Request information about data shared with third parties for direct marketing

## **C. Nevada Residents**

Nevada residents can opt out of the "sale" of personal information. We do not sell personal information as defined by Nevada law, but you can still submit an opt-out request.

## **How to Exercise Your Rights**

To exercise any of these rights, contact us:

**Email:** [privacy@self-sufficiency.org](mailto:privacy@self-sufficiency.org)

**Phone:** (510) 649-1930

**Mail:** Privacy Officer, BOSS, 1918 University Avenue, Suite 2A, Berkeley, CA 94704

**Response Time:** We will respond to your emailed request within 30-45 days.

**Verification:** We may need to verify your identity before processing certain requests.

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## **Third-Party Links**

Our Website may contain links to third-party websites (social media, partner organizations, resource sites). We are not responsible for the privacy practices of these third-party sites. We encourage you to review their privacy policies before providing any information.

## **Children's Privacy**

Our Website is not intended for children under 13 years of age. We do not knowingly collect personal information from children under 13. If you believe we have collected information from a child under 13, please contact us immediately so we can delete it.

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## **Security**

We implement reasonable security measures to protect your information from unauthorized access, disclosure, alteration, or destruction. These measures include:

- Secure Socket Layer (SSL) encryption for data transmission
- Secure servers and databases
- Limited access to personal information
- Regular security audits
- Staff training on data protection

However, no internet transmission is 100% secure. While we strive to protect your information, we cannot guarantee absolute security.

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## **Changes to This Privacy Policy**

We may update this Website Privacy Policy from time to time to reflect changes in our practices or legal requirements. When we make changes:

- We will post the updated policy on this page
- We will update the "Last Updated" date at the top
- For material changes, we may provide additional notice (email, Website banner)

We encourage you to review this policy periodically.

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## **Contact Us**

If you have questions, concerns, or requests regarding this Website Privacy Policy or our privacy practices:

**Privacy Officer** Building Opportunities for Self-Sufficiency (BOSS)

1918 University Avenue, Suite 2A

Berkeley, CA 94704

**Phone:** (510) 649-1930

**Email:** [privacy@self-sufficiency.org](mailto:privacy@self-sufficiency.org)

**Website:** [www.self-sufficiency.org](http://www.self-sufficiency.org)

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## **Separate Privacy Notices**

This Website Privacy Policy covers only information collected through our public website. If you are receiving services from BOSS, separate privacy notices apply:

- **Notice of Privacy Practices (HIPAA):** Governs protected health information for clients receiving healthcare or behavioral health services
- **In HOUSE Privacy Notice:** Governs protected personal information in the Alameda County Homeless Management Information System

These notices can be found on our website or requested from our Privacy Officer.

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**Building Opportunities for Self-Sufficiency™ (BOSS)**

**March 1, 2026**