

# Breaking the Silence Privacy Policy

Last Revised August 23, 2018, V1.00

This Privacy Policy is meant to provide you with the information regarding how we, at Breaking the Silence, collect personal data relating to you, where we collect it from, how we process it, who we share it with, how we secure it, and how you can enforce your legal rights for cease of processing, amendment, deletion and ratification.

This Privacy Policy is not meant to be confusing. We did our best to make it easily understood and to ensure that this information is brought to you in a manner which allows you to consider whether you consent to our use of your personal data, or whether you choose to opt out.

Note that you are under no legal obligation to provide us with any personal data, and that your consent is the sole basis for our use of it.

Please note that Breaking the Silence is an Israeli non-profit association. Israel has an “Article 29 Working Party Adequacy ruling”. In plain language, this means that the EU Commission found that the level of personal data protection in Israel is adequate to the level required by EU regulation. We operate under Israeli law, and want to ensure your basic freedoms and rights on the same level as they are granted to any national, worldwide.

## **How Do We Collect Personal Data?**

We collect personal data in the following ways:

- When you provide it to us: by registering for our newsletter, donating, participating in one of our campaigns or attending one of our events.
- When we interact with you: when you contact us through our website, send us emails or browse our website.

## **What Personal Data Do We Collect?**

We collect mainly information that relates to the operation of our association and to your interactions with us. This includes:

(i) demographics, your first and last name, your email address, your phone number and mailing address; (ii) information relating to a donation you made, including the payment methods and financial activity; (iii) information relating to our activities which you participated in; and (iv) if you browsed our website, information that relates to how you used our site.

We also collect the contents of all correspondence between Breaking the Silence and our supporters, donors and people who engage with our work.

If you provided the information via a third party service provider, then it also may collect such information.

### **How Do We Process Personal Data?**

We use your personal data in order to operate our association. This is the purpose of collecting the personal data and the main reason for processing it. This includes, first and foremost, providing you with information in newsletters and emails, contacting you via telephone, requesting donations and providing you with receipts for donations you make, as well as inviting you to other activities.

We process your personal data also in order to create statistical, non-personally identifiable data which is used to assist us in better understanding of our website, so we can compare behavior by different groups (for example, different age groups, or people living in different areas) which helps us to improve our work.

### **Who Has Access to Your Personal Data?**

We take information security seriously. Therefore, We do our best to ensure that your personal data remains secure and provide our staff access only on a need-to-know basis.

We also use some contractors that are engaged by our association to provide us with services. Both our staff and contractors are under strict confidentiality agreements.

When you donate through a third party organization, then such organization may also collect personal data according to its own privacy policy.

We also use a number of third parties to process your information in our database. These third parties are:

- Salesforce, which organizes our contact lists, including donations we received, newsletters, campaigns and events.
- MailChimp, which we use to send out emails.

- PayPal, which we use to receive donations.
- Invoice4U, which we use to issue invoices and receipts.
- Facebook, which we use to connect with our contacts.

We also comply with legal requests, meaning that if we get an authorized legal warrant from a law enforcement authority, court or other authorized authority, to provide your personal data that we collected in accordance to this privacy policy, we will act accordingly. We do not, however, comply with mass surveillance of our end-users, and shall challenge such requirement in court, until resorting all efforts.

### **How Do We Secure Personal Information?**

We secure personal information by storing it in industry-grade servers. We also make sure that our servers are regularly checked for known vulnerabilities and bugs, and our operating systems regularly updated. We make sure that all access to our servers is logged, and in some cases, use two-factor authentication.

### **How Can We Contact You?**

We use your contact information to contact you from time to time with newsletters, donation requests, and updates about our work. We will also contact you in case of a security breach. We also may send you relevant push notifications or text messages.

You can opt out from any or all notifications.

### **How Can You Review, Amend or Delete Your Personal Data?**

We can provide you with a copy of your personal data if you contact us by sending an email to [info@bts.org.il](mailto:info@bts.org.il). We will then verify that this request is genuine and send you your personal data. If you find any inaccuracies, please let us know and we will amend the data.

You can also request, post-review, that we remove personal data. We will then retain the minimum amount required by law, but remove any additional data.

### **Can You Request That We Cease Processing?**

Yes. You can contact us at [info@bts.org.il](mailto:info@bts.org.il) and request that we cease processing your personal data. However, we will then not be able to provide you with future updates or information.

Please note that in some cases, we may choose to remove the personal data altogether rather than to cease processing, due to costs. In such case, we may provide you with a copy of your personal data.

### **Children and Minors**

Our website and activities are meant for adults. We do not target children or minors. If you are over 14 and under 18, you must let us know via email and provide us with parental permission to process and retain the information.

### **Cookies**

Our website uses first-party and third-party cookies. A cookie is a small file placed on your browser's environment which allows us to identify you as a unique user. It does not contain any personal information, nor can it be used to by anyone but ourselves and our third-party service providers (who provide third-party cookies).

You may opt out from storing cookies on your device altogether, or specifically from our website, in your browser's settings. However, this may impair your use of our services.

### **Can We Amend This Privacy Policy?**

Yes. We may amend this Privacy Policy from time to time. We will keep you updated when we do so. Please note that updates and changes will be logged in our changelog. No update shall have any retroactive effect.

### **License to Use Breaking the Silence Materials**

For the purposes of this license: "Breaking the Silence Materials": Testimonies, either text or video, as well as any other material generated by the organization that is found on the Breaking the Silence website and/or any official publication; "Use": Copy, broadcast, distribution,

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For any questions regarding the right to use any "Breaking the Silence" materials, please contact us at [info@breakingthesilence.org.il](mailto:info@breakingthesilence.org.il).