

Baltimore SquashWise, Inc.

Privacy Notice of baltimoresquashwise.org/DT

Last updated: October 21, 2024

Baltimore SquashWise, Inc. (“**Squashwise**,” “**We**,” “**Us**,” or “**Our**”) facilitates the advancement of equity in squash, education, and personal development opportunities in our community. We are dedicated to providing a place where students reach their academic, athletic, and life goals and where the squash community becomes more accessible and welcoming for all. We are also committed to privacy and to transparency in Our information practices.

In this Privacy Notice (the “**Notice**”), we describe Our collection, use, disclosure and processing of Personal Data that we collect online via Our website and by email, as well in connection with Our products and services, which we describe in our “[Programs](#)” section of our Website (collectively “**Service**” or “**Services**”).

SCOPE OF THIS NOTICE

This Notice is to enable users or viewers of Our Website, (defined below), together with other prospective and actual customers (referred to as “**You**,” “**Your**,” or “**User**,” “**Consumer**”), to better understand what information we collect, how we use it, and what choices You have regarding Your information. We have designed Our privacy and data protection policies and practices to earn and maintain our consumer’s trust in Us and to ensure Our compliance with applicable law.

Please read this Notice carefully, as Your use of Our Website or Services indicates to Us that You have read Our Notice and understand Our privacy practices and agree to the collection and use of information in accordance with this Privacy Notice. By using or accessing Our Website, You consent to the terms of this Notice. If we make any changes which are unacceptable to You, You may cease access to or use of the Website or Our Service. But if You continue to access or use the Website after we post any such changes to this Notice, You will be deemed to have accepted the changes. If You do not want this Policy to apply to You, please do not use the Services or communicate with Us for the Services. If required by applicable law, we will obtain Your consent to our collection, use, transfer and disclosure of Your personal information.

In addition, this Privacy Policy does not apply to any personal information that we may collect and process that is subject to the Health Insurance Portability and Accountability Act of 1996 (“HIPAA”) and associated regulations (“HIPAA”) or the Gramm-Leach Bliley Act.

DEFINITIONS

The following definitions shall have the same meaning regardless of whether they appear in singular or in plural. For the purposes of this Notice:

- **Affiliate** means an entity that controls, is controlled by or is under common control with a party, where “control” means ownership of 50% or more of the shares, equity interest or other securities entitled to vote for election of directors or other managing authority.
- **Account** means a unique account created for You to access Our Service or parts of Our Service.
- **Website** refers to Baltimore SquashWise Inc., accessible from
 - <https://baltimoresquashwise.org/> (“Website” or “Site”)
- **Service Provider** means any natural or legal person who processes the data on behalf of Us. It refers to third party companies or individuals employed by Us to facilitate the Service, to provide the Service on behalf of Us, to perform services related to the Service or to assist Us in analyzing how the Service is used.
- **Social Media Service** refers to any website or any social network website through which a User can log in or create an account to use the Service.
- **Personal Data or Personal Information** in this privacy notice, includes other similar terms under applicable privacy laws such as “personal data” and “personally identifiable information.” In general, Personal Information includes any information that identifies, relates to, describes, or is reasonably capable of being associated, linked or linkable with a particular individual.
- **Usage Data** refers to data collected automatically, either generated by the use of the Service or from the Service infrastructure itself (for example, the duration of a page visit).
- **Sale** means selling, renting, releasing, disclosing, disseminating, making available, transferring, or otherwise communicating orally, in writing, or by electronic or other means, a Consumer’s Personal Information to another business or a third party for monetary or other valuable consideration.

CATEGORIES OF SOURCES OF PERSONAL INFORMATION WE MAY COLLECT

We may collect Personal Information:

- from You, either directly (i.e., through information You submit to a Service Provider via forms that You may complete and submit through our Websites) or indirectly (i.e., by Us or our Service Providers observing Your actions on our Site, from a third party, or a Service Provider)
- from “cookies” and other similar tools deployed on parts of our Sites
- from our clients in connection with Us providing professional services to them
- from data analytics providers or brokers
- from our clients in connection with Us providing professional services to them
- from service providers (i.e., companies who are assisting Us in fulfilling our contracts and carrying out our business, such as to perform mailings or to provide customer service)
- from session replay software that is placed on our Website.

- from other sources and Third Parties, such as public databases, joint marketing partners, social media platforms (including from people with whom You are friends or otherwise connected).

CATEGORIES OF PERSONAL INFORMATION WE MAY COLLECT

While the personal information we collect varies—as explained above—depending upon the nature of the Services provided or used, our interactions with individuals, or Google Forms You fill out on our Website we may collect the following categories of Personal Information:

- **Name, contact information and other identifiers:** identifiers such as a real name, alias, address, unique personal identifiers, online identifiers, phone numbers, Internet Protocol (IP) address, email address, account name, social security number, driver’s license number, passport number, or other similar identifiers including company names and addresses where this is personal information in Your country.
- **Geolocation Data:** Your Physical location or movements.
- **Customer records:** paper and electronic customer records containing personal information, such as name, signature, physical characteristics or description, address, telephone number, education, current employment, employment history, social security number, tax ID, passport number, driver’s license or state identification card number, passport number, insurance policy number, bank account number, credit card number, debit card number, or any other financial or payment information, medical information, or health insurance information.
- **Protected classifications:** characteristics of protected classifications under state or federal law such as race, color, sex, age, religion, national origin, disability, citizenship status, and genetic information.
- **Commercial Information:** including records concerning purchase history and tendencies, records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies
- **Usage data:** internet or other electronic network activity Information including, but not limited to, browsing history, search history, and information regarding a consumer’s interaction with an internet website, application, or advertisement.
- **Audio, video and other electronic data:** audio, electronic, visual, thermal, olfactory, or similar information such as, CCTV footage, photographs, and call recordings.
- **Profiles and inferences:** Inferences drawn from any of the information identified above to create a profile reflecting a resident’s preferences, characteristics, psychological trends, predispositions, behavior, attitudes, intelligence, abilities, or aptitudes.
- **Account Access Information:** Means an account log-in, financial account, debit card, or credit card number in combination with any required security or access code, password, or credentials allowing access to an account.

PERSONAL DATA COLLECTED BY THIRD PARTIES

We may work with third parties or Service Providers who provide Us with the name, contact details and other relevant Personal Information about potential customers, who may be

interested in the Services, as well as third parties that assist Us in updating or enhancing the information that we have collected about individuals. Third parties and Service Providers from which we may collect Personal Information include, but are not limited to, Network for Good, Calendly, and Google Forms. We are not responsible for the privacy practices or the content of such Third Party or Service Provider websites.

Please see Network for Good's Privacy Notice here:

https://www.networkforgood.org/npo/help/privacy_full.aspx#:~:text=We%20do%20not%20use%20the,Are%20transactions%20secure%3F

Please see Calendly's Privacy Notice here: <https://calendly.com/legal/privacy-notice>

Please see Google's Privacy Notice here: <https://policies.google.com/privacy>

COOKIES, TRACKING, AND PIXELS

Our Website or Service Providers may use and rely on third party cookies (such as JavaScript), session replay cookies, Facebook pixel tags, plugins and other tools to gather device, usage and browsing information when users visit Our Website or use Our Services. Collecting this information enables Us to better understand Our visitors, including what content interests them. By using our Services or visiting our Website, You consent and agree to our use of third party cookies, pixel tags, beacons, plugins and other tools to gather device, usage and browsing information

Cookies are small text files that a website transfers to Your computer or other device to store and sometimes collect information about Your usage of Our Website, such as time spent on the Website, pages visited, language preferences, and other anonymous traffic data. We use Cookies and similar tracking technologies for reasons which include, tracking the activity on Our Service and storing certain information. You can instruct Your browser to refuse all Cookies or to indicate when a Cookie is being sent. However, if You do not accept Cookies, You may not be able to use some parts of Our Services or Website.

Pixel tags (also known as web beacons and clear GIFs) may be used in connection with Our Website or provision of services to, among other things, track the actions of users of the Website (including email recipients), measure the success of Our marketing campaigns and compile statistics about usage of the website and response rates. We may also use pixel tags in HTML emails to Our customers, to help Us track email response rates, identify when Our emails are viewed, and track whether Our emails are forwarded.

INFORMATION AUTOMATICALLY COLLECTED BY US

We may automatically collect Personal Information about Your interactions with Our Website and may aggregate this information with other information to customize Your online experience with Us from third parties that include Google Analytics, Beveridge Seay, Google Site Kit, Automatic JetPack, Yoast SEO, Sucuri Security, and Elegant Themes' Divi Page Editors. These

third parties use cookie and similar technologies to automatically collect and analyze information about Your use of the Site and report on activities and trends.

The Personal Information we may automatically collect may include browser type, browser version, the pages of Our Service that You visit, the time and date of Your visit, the time spent on those pages, unique device identifiers and other diagnostic data. Telephone numbers are not automatically collected, and IP (Internet Protocol) addresses and MAC (Media Access Control) address are anonymized by default.

Google Analytics is a web analytics service offered by Google that tracks and reports website traffic. Google uses the data collected to track and monitor the use of Our Service. This data is shared with other Google services. Google may use the collected data to contextualize and personalize the ads of its own advertising network. You can opt-out of having made your activity on the Service available to Google Analytics by installing the Google Analytics opt-out browser add-on. The add-on prevents the Google Analytics JavaScript (ga.js, analytics.js and dc.js) from sharing information with Google Analytics about visits activity. However, this information collected by Google Analytics not individualized, and Your Personal Information collected by Google Analytics is not accessible by Us.

USE OF YOUR PERSONAL DATA

We may use Your Personal Data for the following legitimate business purposes:

- **To provide and maintain Our Services**, including to monitor the usage of Our Service or Website.
- **For Analyzing and improving Our business:** including to better understand how users access and use Our Services and Website; to evaluate and improve Our Website, Services and business operations, and to develop new features, offerings and Services
- **For the performance of a contract:** the development, compliance and undertaking of the purchase contract for the products, items or services You have purchased or of any other contract with Us through the Service.
- **To contact You:** To contact You by email, telephone calls, SMS, or other equivalent forms of electronic communication, such as a mobile application's push notifications regarding updates or informative communications related to the functionalities, products or contracted services, including the security updates, when necessary or reasonable for their implementation.
- **To provide You** with news, special offers and general information about other goods, Services and events which we offer that are similar to those that You have already purchased or enquired about unless You have opted not to receive such information.
- **To manage Your requests:** To attend and manage Your requests to Us.
- **Securing and protecting Our business:** including to protect and secure Our business operations, assets, Services, network and information and technology resources; to investigate, prevent, detect and take action regarding fraud, unauthorized access,

situations involving potential threats to the rights or safety of any person or third party, or other unauthorized activities or misconduct.

- **Defending Our legal rights:** including to manage and respond to actual and potential legal disputes and claims, and to otherwise establish, exercise, defend Our rights or interests.
- **Auditing, reporting, corporate governance, and internal operations:** including using and refining Our Services tools, analysis, accounting, billing and audit, security; general operational administration including testing, maintenance, product development, customer relations, employment or human resources; performing Our obligations to Participants and Clients whether under contract or otherwise; and to help Us in future dealings with You.
- **Complying with legal obligations:** including to comply with the law, Our legal obligations, or Our legal processes.

CATEGORIES OF PERSONAL DATA DISCLOSED

Certain privacy laws require that we disclose the categories of personal information that we have disclosed for a business purpose as well as the categories that we have “sold” or “shared” as those terms are defined under applicable privacy laws. Please review the descriptions of the categories of personal information under the “CATEGORIES OF PERSONAL INFORMATION WE MAY COLLECT” section above for further descriptions of each category of personal information.

In general, we may disclose the following categories of personal information in support of our business purposes identified above:

- Name, contact information, and other identifiers
- Customer records
- Commercial Information
- Usage data
- Audio, video, and other electronic data
- Profiles and inferences
- Account Access Information

We have disclosed the categories of personal information listed above to the following categories of third parties in the preceding twelve months: advertising networks, Service Providers (e.g., GoDaddy), data analytics providers, operating systems and platforms, and social media networks. Service Providers and third party analytics services to whom we may have disclosed personal information may include Google Analytics, Beveridge Seay, Google Site Kit, Automatic JetPack, Yoast SEO, Sucuri Security, and Elegant Themes' Divi Page Editors.

Please see GoDaddy’s privacy notice here:

<https://www.godaddy.com/legal/agreements/privacy-policy>

RETENTION OF YOUR PERSONAL DATA

Your Personal Data will be retained for as long as is necessary for the purposes set out in this Privacy Notice. Your Personal Data will be retained and used to the extent necessary to comply with any legal obligations, resolve disputes, and enforce legal agreements and policies. Your Usage Data is retained for internal analysis purposes.

When there is no ongoing legitimate business need to process Your Personal Data, your Personal Data will either be deleted or anonymized or, if this is not possible, such as when information is archived, your Personal Data will be stored and isolated from any further processing until deletion is possible.

SECURITY OF YOUR PERSONAL DATA

The security of Your Personal Data is important to Us, but remember that no method of transmission over the Internet, or method of electronic storage is 100% secure. While We strive to use commercially acceptable means to protect Your Personal Data, We cannot guarantee its absolute security.

LINKS TO THIRD PARTY SITES

Our Website may contain links to other third party sites (e.g., Facebook, X (formerly known as Twitter), Instagram, and LinkedIn) which may have privacy policies that differ from Our own. The information practices and the content of such other websites are governed by the privacy statements of such websites. We encourage You to regularly review the privacy statements of any such other websites to understand their privacy practices. We neither have control over the content displayed on such site, nor over the measures, if any, taken by such sites to protect the privacy of Your information by them. We are not responsible for the activities and practices that take place on these sites and You would refer to those third party sites' privacy policies for further information.

CORRECTING YOUR PERSONAL INFORMATION

You may request to review, correct, modify and/or delete any of the Personal Information that You have previously provided Us through Our website, applications or otherwise as is permitted by applicable data privacy laws. With respect to Our outbound emails, we will remove Your name from Our marketing or newsletter

contact lists if You opt-out or otherwise notify Us of Your desire to be removed from such lists. Requests to access, change, or delete Your information will be addressed within a commercially reasonable timeframe.

OPTING OUT OF COMMUNICATIONS

You can opt out of receiving communications that are personalized as served by Us or Our Service Providers by following Our instructions:

- From the "opt-out" link in the communication.
- By clicking the "opt-out from receiving newsletter" link on our Website or in the communication.

We will try to comply with Your request(s) as soon as reasonably practicable. If You change browsers or delete the cookies saved by Your browser, You will need to opt out again.

MOBILE DEVICES

Your mobile device may give You the ability to opt out of the use of information about the apps You use in order to serve You ads that are targeted to Your interests:

- “Opt out of Interest-Based Ads” or “Opt out of Ads Personalization” on Android devices
- “Limit Ad Tracking” on iOS devices

You can also stop the collection of location information from Your mobile device by changing the preferences on Your mobile device.

DO NOT TRACK SIGNALS

Our Service does not respond to do not track (“DNT”) signals. However, some third party websites do keep track of Your browsing activities, as described above. If You are visiting such websites, You can set Your preferences in Your web browser to inform websites that You do not want to be tracked. You can enable or disable DNT by visiting the preferences or settings page of Your web browser.

CHILDREN’S PRIVACY

Our Services are not directed at anyone under the age of thirteen (13). We do not knowingly collect Personal Data from anyone under the age of 13. If You are a parent or guardian and You are aware that Your child has provided Us with Personal Data, please contact Us. If We become aware that We have collected Personal Data from anyone under the age of 13 without verification of parental consent, We reserve the right to take steps to remove that information from Our servers.

CHANGES TO THIS NOTICE

We may update this Notice from time to time. We will notify You of any changes by posting the new Notice on this page. We will let You know via email and/or a prominent notice on Our Service, prior to the change becoming effective and update the “Last updated” date at the top of this Notice. You are advised to review this Privacy Policy periodically for any changes. Changes to this Notice are effective when they are posted on this page.

CONTACT US

If You have any questions about this Privacy Notice, You can contact Us by email at: accounts@baltimoresquashwise.org, via telephone at 443.682.7126, or write Us at

16 W Madison St.
Baltimore, MD 21201

ADDITIONAL INFORMATION FOR MARYLAND RESIDENTS

In this section, we provide information for Maryland residents as required by the Maryland Online Data Privacy Act (“MODPA”) of 2024.

Beginning on April 1, 2026, MODPA applies to personal data processing activities and grants Maryland residents certain rights and imposes restrictions on particular business practices as set forth below.

- **Right to Access:** Maryland residents have the right to confirm whether or not we are processing their personal information and to access such personal information.
- **Right to Correction:** Maryland residents have a right to correct inaccuracies in their personal information, taking into account the nature of the personal information and our purpose for processing their personal information.
- **Right to Delete:** Maryland residents have the right to request the deletion of their personal information that we have collected about them and to have such personal information deleted.
- **Right to Data Portability:** Maryland residents have a right to obtain a copy of their personal information previously provided to Us in a portable and, if feasible, readily usable format.
- **Right to Opt-Out:** Maryland residents have a right to opt-out of the processing of their personal information for purposes of (i) targeted advertising; (ii) the sale of personal information; or (iii) profiling in furtherance of decisions that produce legal or similarly significant effects.
- **Third-Party Disclosure:** Maryland residents can obtain a list of third parties to whom their data has been disclosed.
- **Right to Non-Discrimination:** Under Maryland law, we are prohibited from discriminating against Maryland residents for exercising their rights listed above.

Submitting Requests: Right to Access Requests, Right to Correction Requests, Right to Delete Requests, Right to Data Portability Requests, and Right to Opt-Out Requests may be submitted by following the “CONTACT US” section above.

We will use the following process to verify Right to Access Requests, Right to Correction Requests, Right to Delete Requests, Right to Data Portability Requests, and Right to Opt-Out Requests: We will acknowledge receipt of your request, authenticate it using processes

required by law, then process and respond to your request as required by law. To authenticate such requests, we may ask you to provide additional information as reasonably necessary.