Ronald McDonald House®
Southeastern MN & Western WI

Ronald McDonald House Southeastern MN & Western WI Privacy Policy
Effective March 26, 2026

Ronald McDonald House Southeastern Minnesota & Western Wisconsin ("the Chapter," "we," "us," or "our") is committed to protecting the privacy of visitors, donors, and supporters who interact with our website. This Privacy Policy describes how we collect, use, share, and safeguard information collected through this website.

This Privacy Policy applies solely to information collected through this website and explains:

- What personally identifiable information is collected and how it is used
- With whom information may be shared
- What choices you have regarding your information
- The security measures used to protect your information
- How you can access, update, or correct your information

Information We Collect
You may browse our website without submitting personal information. We collect personal information only when you voluntarily provide it through online forms, such as donation forms, event registrations, newsletter sign-ups, or contact requests.

The types of information we may collect include:

- Name
- Mailing address
- Email address
- Phone number Donation or transaction details
- Event registration information
- We do not intentionally collect information considered sensitive personal data, such as Social Security numbers or government-issued identification numbers, through this website.

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How We Use Information

We use the information you provide for purposes that may include:

- Processing donations and event registrations
- Providing receipts and donor acknowledgments
- Communicating about programs, events, and fundraising initiatives
- Responding to inquiries and requests
- Improving website functionality and user experience

We do not use personal information to make automated decisions that produce legal or similarly significant effects.

Data Retention

We retain personal information only for as long as reasonably necessary to fulfill the purposes for which it was collected, including processing donations, administering programs, communicating with supporters, maintaining operational and financial records, and complying with legal, tax, accounting, and reporting obligations.

Retention periods vary depending on the nature of the information and the purpose for which it is used. Certain records may be retained for longer periods where required by law, regulation, or organizational recordkeeping requirements, or where necessary to resolve disputes, enforce agreements, or respond to government inquiries.

When personal information is no longer required, we take reasonable steps to securely delete, destroy, or anonymize the information in accordance with our internal record retention and destruction practices, which are reviewed periodically. Destruction of records may be suspended where preservation is required due to legal, regulatory, or investigative matters.

Payment Processing

Online donations, event registrations, and other payments made through this website are processed by third-party payment processors, including Blackbaud and other platforms used by

the Chapter. Payment processors use payment- and billing-related information solely to process transactions and provide payment services.

The Chapter does not collect, store, or retain full credit card or debit card numbers through this website. We may receive non-financial information related to a transaction, such as your name, billing address, donation amount, and transaction confirmation details.

Service Providers

We may engage trusted third-party service providers to perform services on our behalf, such as website hosting, data analysis, email communications, and donation processing. These service providers are granted access to personal information only as necessary to perform their functions and are contractually obligated to protect the confidentiality and security of the information.

We do not sell personal information to third parties.

Cookies and Analytics

We use cookies and similar technologies to collect limited information about how visitors interact with our website. This information may include browser type, IP address, pages visited, referring URLs, and general usage patterns.

Cookies help us:

- Understand website traffic and usage trends
- Improve website performance and functionality
- Enhance user experience

You can control or disable cookies through your browser settings. Disabling cookies may limit certain website features.

We also use third-party analytics tools, such as Google Analytics and Google Tag Manager, to help us understand website usage. The information collected is used in aggregate form and is not used by us to identify individual visitors.

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California Privacy Rights

California residents may have additional rights regarding their personal information under California law, including the right to request access to or deletion of personal information. The Chapter does not sell personal information. Requests may be submitted using the contact information below.

Children's Privacy

This website is not directed to children under the age of 13, and we do not knowingly collect personal information from children under 13 through this website. If we become aware that personal information from a child under 13 has been collected, we will take reasonable steps to delete that information unless retention is required by law.

Information Security

We use administrative, technical, and physical safeguards designed to protect personal information collected through this website. These measures include secure servers, access controls, and encryption for data transmitted online. While we take reasonable steps to protect personal information, no method of transmission over the internet or method of electronic storage is completely secure, and we cannot guarantee absolute security.

If you are located outside the United States, please note that information you provide may be transferred to and processed in the United States, where data protection laws may differ from those in your country.

Your Choices and Access

You may request to update, correct, or delete personal information you have provided to us, or change your communication preferences, by contacting us using the information below. We will respond to reasonable requests in accordance with applicable law and organizational recordkeeping requirements.

You may opt out of receiving email communications at any time by using the unsubscribe link included in our emails or by contacting us directly.

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Third-Party Websites

This website may contain links to third-party websites. We are not responsible for the privacy practices or content of those websites. We encourage users to review the privacy policies of any external sites they visit.

Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated effective date. Continued use of the website after changes are posted constitutes acceptance of the updated Privacy Policy.

Contact Information

If you have questions or concerns about this Privacy Policy or our privacy practices, please contact us:

Ronald McDonald House Southeastern Minnesota & Western Wisconsin
Phone: (507) 292-3955
rmhadminsupport@rmhmn.org