

Johnson Ferry Baptist Church Privacy Policy

Effective Date: February 10, 2025

Johnson Ferry Baptist Church (“us”, “we,” “our”, or “Church”) respects your privacy. This Privacy Policy (“Policy”) describes how we collect, use, protect and disclose your Personal Information when you visit our congregations, participate in worship and fellowship activities, use our website, [Home - Johnson Ferry Baptist Church](#) (“Site”), and our mobile application (“App”) (collectively the “Services”).

1. WHAT IS PERSONAL INFORMATION?

“Personal Information” means information that alone or in combination identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer or household.

Personal Information does not include information that has been deidentified or aggregated in a way that it cannot be used to identify a specific individual. We use this anonymized data in compliance with applicable laws governing such data.

2. WHAT TYPES OF PERSONAL INFORMATION DO WE COLLECT?

When you access or use our Site, we may collect:

- **Identifiers:** Information such as your real name, alias, email address, telephone number, postal address, online identifier, IP address and other similar information.
- **Payment Information:** Credit card numbers, bank routing and account numbers, and other payment information. We collect payment information through our third-party payment processor and do not store this information.
- **Demographic Information:** Information such as your age, gender, marital status, medical conditions, or about physical or mental disabilities.
- **Employment Information:** Employment history, resume, references, contact information, emergency contact information, professional certifications, associations, licenses and certifications held, skills, and experience.
- **Internet Activity:** Internet or other electronic network activity information, including, but not limited to, browsing history, search history, and information regarding your interaction with our Site.
- **Device information:** Information such as the IP address, general geographic location, operating system, browser type, language preferences, mobile phone number, device identifier, and other similar information associated with a device used to access, use, or interact with our Site.
- **Geolocation Data:** Imprecise location information, like the city, state and ZIP code associated with your IP address.
- **Medical Information:** Medical information related to pastoral care and prayer requests.
- **Background Checks:** Information used to perform background checks through third party providers, including driver’s license numbers and social security numbers, and the results of background checks.
- **Images:** Images including your picture.
- Other information you provide to us.

3. WHAT ARE THE SOURCES OF THE PERSONAL INFORMATION WE COLLECT?

A. Directly from You

We collect your Personal Information directly from you when you access, use, or otherwise interact with our Site or App. We collect Personal Information when you create an account, subscribe to our weekly newsletter, register for activities, workshops, and support groups. We may also collect Personal Information when you visit our campus.

B. From You Automatically

We may collect certain information about you automatically when you use our Site, such as your IP address, mobile carrier, and other device identifiers that are automatically assigned to your computer or device when you access the internet. For more information, see the “Cookies and Other Tracking Technologies” section below.

C. From Third Parties

We may receive your Personal Information from third parties including:

- **Service Providers:** We may receive Personal Information about you from third parties that we use, such as the service provider that hosts our Site.
- **Analytics Providers:** We may receive Personal Information related to your use of our Site from third party analytics providers. For more information, see the “Cookies and Other Tracking Technologies” section below.
- **Payment Processor for Donations:** We have contracted with a Payment Processor to ensure they protect and limit the use of your Personal Information. We do not receive your credit card, debit card or other financial information when you donate to the Church online - that information is provided directly to our Payment Processor.

4. HOW LONG DO WE KEEP YOUR INFORMATION?

We retain Personal Information only as long as we have a legitimate business purpose to do so. These purposes may include retaining Personal Information to:

- Complete the transaction for which the Personal Information was collected;
- Continue our ongoing worship and fellowship relationship with you; and
- Satisfy any legal, regulatory, tax, accounting or reporting requirements.

To determine the appropriate retention period for individual categories of Personal Information we collect, we consider the nature and sensitivity of the Personal Information; the potential risk of harm from unauthorized use or disclosure of the Personal Information; the purposes for which we process that Personal Information and whether we can fulfill those purposes through other means; and applicable legal, regulatory, tax, accounting, reporting and other requirements.

5. HOW DO WE USE PERSONAL INFORMATION?

The primary purposes for which we use Personal Information are:

- **Communications:** We may use your Personal Information to send you emails, calls, and text messages or provide you with other communications. We will also use your Personal Information to respond to you when you contact us.
- **Operations:** We may use Personal Information for our operational purposes, including but not limited to: (1) fulfilling our commitments and upholding our rights under any agreements we have made; (2) managing and enhancing our ministries and worship services; (3) conducting statistical or demographic analysis to better understand our congregation; (4) personalizing your experience

with our Site and other platforms; (5) evaluating the effectiveness of our communication efforts; and (6) other purposes allowed under applicable law.

- **Law Enforcement/Legal Purposes:** We may use Personal Information to cooperate with law enforcement or other legal purposes including: (1) complying with legal and regulatory requirements; (2) satisfying contractual obligations; (3) cooperating with law enforcement or other governmental agencies for purposes of investigations, public safety or matters of public importance when we are legally required to do so or believe that disclosure of Personal Information is necessary or appropriate to protect the public interest; and (4) protecting and defending against legal actions or claims.
- **Other:** We may use Personal Information for those purposes in which you authorize or instruct us to use it.

6. WHEN DO WE DISCLOSE OR SHARE PERSONAL INFORMATION?

To operate and provide our Site, we may share certain Personal Information that we, or third parties acting on our behalf, have collected, with certain third parties. The third parties that we may share Personal Information with include:

- **Service Providers:** We may share Personal Information with service providers. For example, we may share Personal Information with vendors to help us host and manage our Site; improve the content and functionality of our Site; perform data analysis and statistical analysis; troubleshoot problems with our Site; provide email services; provide data processing; and support or provide the security of our Site.
- **Parties to Business Transactions:** In the event of significant organizational changes, such as restructuring, expansion, or the transfer of our Church, we may share or transfer information we hold, including Personal Information. We reserve the right, in connection with these types of changes, to transfer, share, assign, or provide your Personal Information and other information we have collected to third parties or to authorize such third parties to use any such information, including for due diligence, as part of any of the changes described in this paragraph. Any Personal Information you submit or that is collected after this type of transfer may be subject to a new privacy policy adopted by the successor entity.
- **Government and Law Enforcement:** We may share your Personal Information with individuals or private parties where necessary to enforce and comply with the law, to protect our property or legal rights, for the safety of the public or any person, to prevent harm, to protect the security and integrity of our Site and any equipment used to make our Site available.
- **Professional Advisors:** We may share Personal Information with our professional advisors, such as our attorneys, accountants, financial advisors, and business advisors, in their capacity as advisors of the Church.

7. COOKIES AND OTHER TRACKING TECHNOLOGIES

We use cookies, web beacons, pixel tags and other tracking technologies (collectively “**Cookies**”) on our Site. A cookie is a small text file that our Site saves onto your computer or device when you use our Site that provides us certain information about your activities. Cookies allow the Site to remember your actions and preferences and recognize you or your browser, along with some information you provided. Web beacons / pixel tags are small graphics on a webpage that monitor your activity when viewing a webpage.

We use these tools to make our Site function properly; provide personalized experiences; tailor our interactions with you; help with our communication efforts; provide us with valuable data and statistics about the usage and effectiveness of our Site and to help us improve our Site; and help us improve our Services.

Analytics. We may use Google Analytics to collect and process information about your use of our Site. Google sets Cookies on your browser or device, and then your web browser will automatically send information to Google. Google uses this information to provide us with reports that we use to better understand and measure how users interact with our Site. To learn more about how Google uses data, visit [Google's Privacy Policy](#) and Google's page on "[How Google uses data when you use our partners' sites or apps.](#)" You may download the [Google Analytics Opt-out Browser Add-on](#) for each web browser you use, but this does not prevent the use of other analytics tools. To learn more about Google Analytics cookies, visit [Google Analytics Cookie Usage](#).

8. YOUR PRIVACY CHOICES

- **Update Your Personal Information.** If your Personal Information changes, or if you no longer desire our Service, you may correct, update, amend, delete/remove, or deactivate it by making the change on our member information page or by emailing us at info@jfb.org. We will respond to your request within a reasonable timeframe.
- **Delete Your Account.** If you no longer wish to use the Services or access your account or account information, you may request us to delete your account by contacting us using the information in Section 15 below.
- **Update Your Browser Settings.** Most browsers automatically accept Cookies. You can disable this function by changing your browser settings, but disabling Cookies may impact your use and enjoyment of the Website. You cannot disable all Cookies, such as Cookies that are essential to the functioning of the Website. You can manually delete persistent Cookies through your browser settings.

9. SOCIAL MEDIA

We are active on social media, including Facebook, X, You Tube and Instagram ("**Social Media**"). Anything you post on Social Media is public information and will not be treated confidentially. We may post (or re-post) on our Site and our Social Media pages any comments or content that you post on our Social Media pages.

By choosing to use any third-party Social Media platform or choosing to share content or communications with any Social Media platform, you allow us to share information with the designated Social Media platform. We cannot control any policies or terms of any Social Media third-party platforms. Your use of Social Media is governed by the privacy policies and terms of the third parties that own and operate those Sites and not by this Notice. We encourage you to review those policies and terms. As a result, we cannot be responsible for any use of your information or content by a third-party platform, which you use at your own risk.

YouTube. We use the YouTube application programming interface (API) services to allow you to access YouTube content from our Services. Your use of YouTube is governed by YouTube's terms of service and privacy policy. We encourage you to read the YouTube terms of service and privacy policy which are available on its website at <https://www.youtube.com/t/terms>.

10. LEAVING OUR WEBSITE AND/OR LINKING TO THIRD PARTIES

When you leave our Site and go to another linked site, we are not responsible for the content or availability of the linked site. Please be advised that we do not represent either the third party or you, if you enter into a transaction on the third-party site. Further, the privacy and security policies of the linked site may differ from ours. We encourage you to review the privacy policies of other websites to understand their privacy practices.

11. SECURITY OF INFORMATION

We are committed to protecting the security of your Personal Information. We use commercially reasonable safeguards to maintain the security and privacy of Personal Information we collect and use in connection with our Site. Nevertheless, when disclosing Personal Information, you should remain mindful that there is an inherent risk in the transmission of information via the internet and mobile sites.

12. DE-IDENTIFIED / AGGREGATED DATA

We may aggregate or de-identify Personal Information we collect through our Site and when operating our Church. For example, we may aggregate Personal Information to calculate the percentage of members or visitors to the Church in a particular zip code. Once information or data has been de-identified and/or aggregated, such information is no longer Personal Information.

13. CHILDREN'S PRIVACY

We may collect Personal Information about children under the age of 18 as necessary to provide our youth programs. If a parent or legal guardian learns that their child provided us with Personal Information without his or her consent, please contact us and we will make commercially reasonable attempts to delete such Personal Information.

14. CHANGES AND UPDATES TO THIS POLICY

This Policy may change at any time. Unless otherwise noted, those changes will be effective as soon as they are posted. If changes are made to this Policy, we will make it known on our Site and App or by email and will indicate the last date it was updated above. Please check back periodically to see if our Policy has been updated.

15. CONTACT US

We welcome your questions, comments, and concerns about privacy. Please contact us at info@jfb.org or using the address or telephone number below with any questions or feedback you have pertaining to our privacy practices.

Johnson Ferry Baptist Church

955 Johnson Ferry Road

Marietta, GA 30068

Main Line | 770.973.6561