

Privacy Policy

Effective Date: April 3, 2026

Second Chance Cats of West Michigan ("we," "us," or "our") is committed to protecting the privacy of our supporters, volunteers, adopters, and website visitors. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website, <https://sccatswm.org/> (the "Site").

Please read this privacy policy carefully. If you do not agree with the terms of this privacy policy, please do not access the site.

1. Information We Collect

We only collect information that you voluntarily give us, plus limited website data collected automatically to help the Site function and understand what content is most helpful. This may include:

Contact Info Your name, email address, and phone number when you:

- Sign up for our newsletter or mailing list.
- Submit a volunteer application or inquiry.
- Ask about a cat or contact us through our website forms.
- Interact with our blog by leaving comments (if enabled).

Donation Details When you donate through **Zeffy**, we receive your name and contact information so we can thank you and send tax receipts. We do not see or store your credit card information—Zeffy processes payments securely.

Adoption & Volunteer Info If you apply to adopt or volunteer, we collect the information needed to review your application and help ensure a safe, appropriate match for our cats.

Website Data (Cookies and Similar Technologies) Like most sites, we use cookies (small data files) and similar technologies to help our WordPress site run smoothly and to understand which pages are most popular. This may include information such as IP address, browser type, device information, access times, and pages viewed.

2. Use of Your Information

We use your information to:

- Process donations and send tax-deductible receipts.
- Process and manage cat adoption and volunteer applications.
- Respond to inquiries (including questions about specific cats).
- Send newsletters and updates about our rescue stories, events, and ways to help (only if you signed up).
- Monitor and analyze site usage and trends to improve the Site.

- Maintain accurate records as a 501(c)(3) nonprofit and for related administrative purposes.

3. Disclosure of Your Information

We **never** sell, trade, or rent your personal information. We may share information we have collected about you only in the following situations:

Trusted Service Providers We may share your information with third parties that help us operate and provide our services, such as:

- **Zeffy** (donation processing)
- **Petfinder** (adoption listings)
- **Bonfire** (merchandise)
- **WordPress** (website platform/hosting and related services) We share only what is reasonably necessary for these partners to provide their services.

By Law or to Protect Rights If we believe the release of information about you is necessary to comply with legal process, investigate or remedy potential violations of our policies, or protect the rights, property, and safety of others.

Voluntary Participation If you post comments to our blog, your username and the content of your comment may be viewed by all users and may be publicly distributed outside the Site.

4. Tracking Technologies (Cookies)

We may use cookies, web beacons, tracking pixels, and other tracking technologies on the Site to help customize the Site and improve your experience. Most browsers are set to accept cookies by default. You can remove or reject cookies, but be aware that such action could affect the availability and functionality of the Site.

5. Third-Party Websites

The Site contains links to third-party websites and applications of interest, including Petfinder (for adoption listings), Zeffy (for donations), and Bonfire (for merchandise), as well as various social media platforms. Once you use these links to leave the Site, any information you provide to these third parties is not covered by this Privacy Policy.

6. Security of Your Information

We use administrative, technical, and physical security measures to help protect your personal information. While we have taken reasonable steps to secure the personal information you provide to us, please be aware that despite our efforts, no security measures are perfect or impenetrable, and no method of data transmission can be guaranteed against any interception or other type of misuse.

7. Policy for Children

We do not knowingly solicit information from or market to children under the age of 13. If you become aware of any data we have collected from children under age 13, please contact us using the contact information provided below.

8. Your Rights Regarding Your Information

It's your data. You can:

- **Unsubscribe** from our emails at any time by clicking the link at the bottom of our emails.
- **Ask us** to access the information we have about you, or request that we delete it, by contacting us using the information provided below.

If you request deletion, we will delete your information from our active databases when reasonably possible. However, we may retain certain information as needed to comply with legal obligations, maintain nonprofit and tax records, prevent fraud, or resolve disputes.

9. Contact Us

If you have questions or comments about this Privacy Policy, please reach out to us through our website contact form:

Website: <https://sccatswm.org/>