

Privacy Statement

The International Mission Board (IMB) has created this Privacy Statement in order to demonstrate IMB's commitment to privacy on IMB's website, www.imb.org as well as other websites owned and controlled by IMB. IMB's Privacy Statement sets forth IMB's information gathering, use, and disclosure practices solely for personally identifiable information collected by IMB at IMB's website. IMB's website may contain links to other websites that are not operated by IMB. IMB is in not in any way responsible for the privacy practices, the collection, use, or disclosure of information by such other websites, or the content of such other websites.

For purposes of this privacy statement, the term IMB includes all IMB offices worldwide, all IMB employees and contractors subject to IMB control and partner entities owned or contracted by IMB.

IMB encourages its users to be aware when they leave IMB's website and to read the privacy statements of each and every website that collects any personally identifiable information.

The Collection, Use, and Disclosure of Personally Identifiable Information

As used in IMB's Privacy Statement, the phrase "personally identifiable information" is personal information that identifies a specific natural person and means: (a) a first and last name; (b) an address, including a street name, city or town, and zip code (but excluding a post office box); (c) an e-mail address; (d) a telephone number; (e) a Social Security number; and/or, (f) an account number or credit card number. In IMB's Privacy Statement, the phrase "personally identifiable information" is abbreviated as "PII".

IMB is the owner of all PII that is collected by IMB on IMB's website. IMB may collect PII from users, customers, and in responses to online surveys and group discussions at several different points on IMB's website. IMB will not sell or rent PII to other organizations in ways that are different from what is disclosed in this Privacy Statement. IMB may share aggregate demographic information that does not contain PII.

IP Addresses

IMB's website uses IP addresses to help IMB analyze trends, administer IMB's website, track user movement, and gather broad demographic information for aggregate use. IP addresses do not contain PII.

Cookies: IMB's website uses "cookies". A "cookie" is a piece of data stored on a user's hard drive that contains information about the user. A cookie does not contain and is not linked to PII while a user is on IMB's website. For instance, by setting a cookie on IMB's website, a user would not have to log in a password more than once, thereby saving time while on IMB's website. If a user rejects the cookie, the user may still use IMB's website, but would be limited in some areas of IMB's website. Cookies can also enable IMB to track and target the interests of users to enhance their experience on IMB's website.

Various Registrations

In order to receive certain updates or use certain features on IMB's website, a user may have to complete a registration form. During registration a user may be required to provide PII, such as the user's name and/or an e-mail address. PII may be used to contact the user about IMB, the goods and services available on IMB's website, and to provide information about other topics and discussion groups. If requested, it is optional for a user to provide demographic information (such as income level and gender) and unique identifiers which enable IMB to provide a more personalized experience on IMB's website.

Newsletters

A user may subscribe to certain of IMB's newsletters on IMB's website. In that case, IMB will request PII, such as the user's name, mailing address, and/or an e-mail address. PII may be used to send such newsletters and may be used to contact the user about IMB, the goods and services available on IMB's website, and to provide information about other topics and discussion groups.

Contact Information

IMB's website includes an online catalog for customers to order goods and services related to IMB's ministry, and contact forms for customers to request information and services. In such instances, IMB collects customer PII, such as a name, an e-mail address, a mailing address, an account number and/or credit card number. IMB will not sell or rent PII to other organizations in ways that are different from what is disclosed in this Privacy Statement. PII may be disclosed as required or permitted by law.

A user or customer may opt-out of receiving future mailings and e-mailings from IMB by following the Choice/Opt-out instructions found at the end of this Privacy Statement.

Online Surveys and Discussion Groups

IMB may conduct online surveys, which may request PII, such as a name, an e-mail address, and/or a mailing address. PII may be used to contact users and send users information about IMB, the goods and services available on IMB's website, and to provide information about other topics and discussion groups.

Information collected by IMB's online surveys may be used to help IMB understand the interests and concerns of IMB's supporters and website users, and how they perceive IMB and IMB's mission.

IMB will not sell or rent PII to other organizations in ways that are different from what is disclosed in this Privacy Statement. PII may be disclosed as required or permitted by law.

IMB may provide opportunities for e-mail discussion groups. Information collected by IMB from such discussion groups may be used to contact users about IMB, the goods and services available on IMB's website, and to provide information about other topics and discussion groups.

A user participating in an online survey or discussion group may opt-out of receiving future mailings and e-mailings from IMB by following the Choice/Opt-out instructions found at the end of this Privacy Statement.

Third Party Contractors

IMB may contract with third parties to provide services to IMB, including services relating to the internal operations of IMB's website, the storage and retrieval of information, including PII, and other services. PII, on-line survey information, discussion group information, and aggregate demographic information may be maintained on IMB's servers or on IMB's third party contractor's servers. IMB may use a third party contractor to facilitate the serving of targeted content and may transmit data to the third party to facilitate this measured service. A user may opt out of this by following the choice/opt-out instructions found at the end of this Privacy Statement.

Use of Shipping Companies and Credit Card Processing Companies

IMB may use shipping companies to ship orders and credit card processing companies to process and bill customers for goods and services related to IMB's ministry. Such companies should not sell, rent, retain, share, store or use PII gathered by IMB for any secondary purposes.

IMB may affiliate with other organizations to provide goods and services related to IMB's ministry. When a user or customer signs up for or orders goods or services, IMB may share PII as necessary to provide such goods and services, and to provide information about IMB, the goods and services available on IMB's website, and information about other topics and discussion groups. Such affiliated organizations should not sell, rent, retain, share, store or use PII gathered by IMB, except for the purpose of providing such goods and services.

Forward to a Friend

If a user or customer decides to use IMB's referral service for informing a friend about IMB, the friend's e-mail address is not captured, saved, or used for any other purpose.

Security

IMB's website has security measures in place to reasonably protect against loss, misuse, and alteration of information, including PII, that is under IMB's control. This includes a firewall and 128-bit SSL encryption on transaction oriented operations between customers and IMB via any transaction service provider.

IMB uses SSL encryption to reasonably protect sensitive information online. IMB also takes reasonable steps to protect PII off-line. Access to PII is restricted in IMB's offices. Access to PII is limited on a "need to know" basis to enable IMB's employees and contractors to perform their specific job functions and responsibilities. Finally, IMB's servers that maintain PII are kept in a secure environment. When it comes to security measures, the nature of the threats is such that IMB cannot guarantee that it can prevent all security breaches that pose a threat to PII, but IMB is committed to implementing reasonable measures to protect PII

Protection of Children

IMB is committed to the protection of children. IMB works to voluntarily comply with applicable provisions of the Children's Online Privacy Protection Act of 1998 (COPPA) and its accompanying Federal Trade Commission regulations, which establish United States Federal law that protects the privacy of children using the Internet.

IMB develops missions materials for children, including pre-teens. We maintain Web pages that are specially geared to the interests of younger children, and publish electronic newsletters and prayer letters in an effort to inform and develop their interest in all that God is doing around the world, including through the prayers and ministries of young children. There are many activities on the IMB site that children can participate in and enjoy without having to share personally identifiable information.

For those activities that require personally identifiable information (PII), such as newsletters or other resources, in compliance with the Federal Trade Commission's Online Privacy Protection Act, IMB will require verifiable parental consent before collecting or using PII from children under the age of 13. With these activities, IMB will notify the respective parent of our privacy policy and obtain verifiable parental consent before collecting PII from the child, unless we collect only the child's name and online contact information to (1) obtain parental consent or provide parents with notice; (2) respond directly on a one-time basis to a child's specific request; (3) respond more than once to a child's specific request along with providing parental notice of such use; (4) protect the safety of a child; or (5) comply with legal requirements. When we provide parents with notice and/or seek consent, we also give parents the ability to let us know if they do not want any further use made of the personally identifiable information we have collected from their child. Parents can request to review or have deleted their child's PII from IMB's records, and refuse to permit further use of a child's PII by writing to us at: Contact Center, IMB, Box 6767, Richmond, VA 23230.

The IMB will not condition a child's participation in an activity on that child disclosing more personally identifiable information than is reasonably necessary to administer the activity. The IMB does not share PII from children under the age of 13 with any third party.

Correcting Updating, and Removing Personally Identifiable Information

IMB will use reasonable efforts to provide a way for IMB's website users and customers to request that IMB correct, update, or remove that respective user's or customer's PII in or from IMB's database. If a user's or a customer's PII changes, or if a user or customer no longer desires IMB's goods or services, such user or customer may contact IMB and request that IMB correct, update, or remove that respective user's or customer's PII in or from IMB's database. This can usually be done at the member information page or by contacting IMB's [Customer Support](#).

IMB's website gives users and customers the following options for requesting that IMB correct, update, or remove PII previously provided to IMB.

The user or customer can contact IMB at <http://www.imb.org/main/contact.asp>.

The user or customer can send IMB a request by United States mail to the following postal address:

Contact Center

International Mission Board

P.O. Box 6767

Richmond, VA 23230

Contacting IMB's Web Site

Questions about IMB's Privacy Statement, IMB's privacy practices at IMB's website, or transactions with IMB's website should be directed to <http://www.imb.org/main/contact.asp>.

Notification of Changes

If IMB decides to change its Privacy Statement with respect to PII, IMB will post PII changes on IMB's website so users and customers are aware of what PII IMB collects, how IMB uses such PII, and under what circumstances IMB may disclose such PII.

Choice/Opt-Out

IMB's website provides users and customers the opportunity to opt-out of receiving further mailings and e-mailings from IMB at the point where IMB requests information about the user, customer, survey participant, or discussion group participant.

IMB's website also provides users, customers, survey participants, and discussion group participants with the following options for removing their PII from IMB's database and for notifying IMB that they do not want to receive future communications or services from IMB's website.

The user or customer can contact IMB using this [form](#).

The user or customer can send IMB mail to the following postal address:

Contact Center

International Mission Board, SBC

P.O. Box 6767

Richmond, VA 23230