Privacy Policy

Lutheran Social Services of Wisconsin and Upper Michigan, Inc.

Last Updated: January 9, 2026

Lutheran Social Services of Wisconsin and Upper Michigan, Inc. **("LSS," "we," "us," or "our")** is committed to protecting the privacy of individuals who visit our website or interact with our services. This Privacy Policy explains what personal information we collect, how we use it, and the choices you have regarding your information.

This Policy applies to www.lsswis.org and any related online services we operate.

1. Introduction

As a nonprofit organization, LSS collects and uses personal information to support our mission and provide services to the communities we serve. This Privacy Policy describes our practices in a clear and transparent manner so you can understand how your information is handled.

2. Information We Collect

We may collect the following categories of personal information:

Information You Provide Directly

- Contact information, including name, email address, phone number, mailing address
- Information submitted through forms, donations, or service inquiries, including name, email address, phone number, mailing address

Information Collected Automatically

When you visit our website, we may automatically collect:

- IP address
- Browser type and settings
- Device information
- Pages visited, time spent, and interaction data
- Cookies and other tracking technologies

Information from Third Parties

We may receive information about you from third parties that help support our programs, operations, or website. This may include information from service providers that assist with website hosting, analytics, communications, donation processing, or other administrative functions. We may also receive information from partners, community organizations, or

platforms that help us deliver services, coordinate events, or engage with supporters. Any information we receive from third parties is handled in accordance with this Privacy Policy and used only for purposes that support our mission and operations.

3. How We Use Personal Information

We use personal information to support our mission and operate our organization effectively. This may include:

- Providing, maintaining, and improving our programs, services, and website
- Responding to inquiries, requests for assistance, or other communications
- Processing donations, event registrations, or other transactions you initiate
- Understanding how visitors use our website so we can improve functionality and user experience
- Protecting the security, integrity, and proper functioning of our systems
- Meeting legal, regulatory, or compliance obligations

4. How We Share Personal Information

We do not sell personal information. As a nonprofit organization, we only share personal information in limited circumstances that support our mission and operations. We may share information with:

- **Service providers** that assist us in operating our website, delivering programs, processing donations, or supporting our administrative functions (such as hosting, analytics, or email services).
- **Third parties when required by law**, regulation, or legal process, or when necessary to protect the rights, safety, or security of our organization, our staff, or the individuals we serve.
- **Other parties with your permission**, when you have directed us to share information or have given consent for a specific purpose.

All third-party service providers are required to handle information in accordance with applicable privacy standards.

5. Donations and Payment Information

If you choose to donate through our website, we collect certain information necessary to process your contribution, such as your name, contact information, and donation amount. Payment card information is processed securely by our third-party payment processor, and we do not receive or store your full payment card details. We may use donor information to issue tax receipts,

acknowledge contributions, maintain donor records, and communicate with you about your support. We do not sell donor information, and we share it only with service providers that assist with donation processing or as required by law.

6. Cookies and Tracking Technologies

Our website uses cookies and similar tracking technologies ("trackers") to support essential website functions, improve user experience, and analyze website traffic.

Types of Trackers We Use

a. Strictly Necessary Trackers

These cookies are essential for the operation of our website and cannot be disabled.

b. Experience and Functionality Trackers

These trackers help improve the quality of your experience and enable interactions with external content, such as embedded videos or fonts.

Example: Google Fonts (Google LLC)

- Personal Data: Usage data; trackers
- Privacy Policy: https://business.safety.google/privacy/

c. Analytics Trackers

We use analytics tools to understand how visitors use our website.

Google Analytics (Universal Analytics)

- Personal Data: Usage data; trackers
- Privacy Policy: https://business.safety.google/privacy/
- Opt-Out: https://tools.google.com/dlpage/gaoptout

Storage durations for Google Analytics cookies include:

- AMP_TOKEN: 1 hour
- _ga: 2 years
- _gid: 1 day
- _gat: 1 minute
- _gac*: 3 months

7. Your Privacy Choices and Controls

You have several options for managing how information is collected through your browser or device. Depending on the tools available to you, you may be able to:

- Adjust your browser settings to block or limit cookies
- Delete cookies that have already been stored on your device
- Change your device or browser privacy settings to restrict tracking
- Use opt-out features offered by third-party services (such as analytics providers)
- In addition to the methods described above, if you wish to limit receipt of targeted advertising you may:
    - Visit the National Advertising Initiative Consumer opt-out page @ How to Opt Out - NAI: Network Advertising Initiative
    - Visit the Digital Advertising Alliance Self- Regulatory Program @WebChoices

Please note that limiting certain types of cookies or trackers may affect how our website functions or how you experience certain features.

8. Use of De-Identified and Aggregated Data

We may de-identify or aggregate the personal information we collect in accordance with applicable law. "De-identified" information is data that cannot reasonably be used to identify an individual, and "aggregated" information is data combined with information from other individuals so that no specific person can be identified. As a nonprofit organization, we may use de-identified or aggregated information to understand trends, improve our programs and services, support research and evaluation efforts, and for other operational purposes that advance our mission. We may share this type of information without restriction.

When creating or using de-identified or aggregated information, we apply reasonable technical and organizational measures designed to prevent re-identification, and we do not attempt to re-identify the information.

9. Data Security

We use reasonable administrative, technical, and physical safeguards to help protect the personal information we collect from unauthorized access, disclosure, alteration, or misuse. These measures are designed to align with the nature of the information we handle and the needs of our organization. However, no method of transmitting information over the internet or storing data is completely secure, and we cannot guarantee absolute security. We encourage you to take appropriate steps to protect your own information when using our website and services.

10. Children's Privacy

Our website is not intended for children under 13, and we do not knowingly collect personal information from children without appropriate consent.

11. Third-Party Links and Services

Our website may include links to third-party websites, services, or resources that are not operated or controlled by us. These third parties may have their own privacy practices, policies, and security measures, which may differ from ours. We are not responsible for the content, privacy practices, or data-handling activities of any third-party websites or services, and we encourage you to review their privacy policies before providing any personal information or interacting with their platforms. Your use of third-party sites is at your discretion and subject to their terms.

12. Contact Information

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

Lutheran Social Services of Wisconsin and Upper Michigan, Inc.
6737 W Washington St., Suite 2275 Milwaukee, WI 53214
Email: info@lsswis.org
Phone: 1-800-947-3529 (WI) or 1-800-833-5833 (MI)