

Privacy Policy

Last updated: April 16, 2025

This Privacy Policy outlines how Valley CAN ("Company," "We," "Us," or "Our") collects, uses, and discloses your information when you use our services ("Service"). It also details your privacy rights and how applicable laws protect you. By using the Service, you agree to the collection and use of your information as described in this Privacy Policy.

1. Definitions

- **Personal Data:** Any information that identifies or can identify an individual.
 - **Account:** A unique profile created for accessing our Service.
 - **Service Provider:** Any third-party processing data on behalf of Valley CAN.
 - **Cookies:** Small files placed on your device to enhance user experience.
 - **Usage Data:** Information automatically collected about how the Service is accessed and used.
 - **Third-Party Services:** External services used for analytics, advertising, or other functionalities integrated into our Service.
 - **Do Not Track (DNT):** A setting that allows users to opt out of online tracking.
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2. Information We Collect

2.1 Personal Data

We may collect the following types of Personal Data:

- Name, email, phone number, and mailing address
- Account details and service preferences
- Information submitted via forms or applications
- Payment details (when applicable)
- Communications sent via email, SMS, or other messaging platforms
- Social media identifiers if interacting via third-party social networks

2.2 Usage Data

We automatically collect information when you interact with our Service, including:

- Internet Protocol (IP) address
- Browser type and device details
- Pages visited and time spent on our Service
- Actions taken within our application
- Geographic location (if permitted by the user)
- Interaction data related to third-party integrations

2.3 Cookies & Tracking Technologies

We use cookies and tracking tools to analyze trends, store preferences, and improve user experience. Users can manage cookie preferences through their browser settings.

3. How We Use Your Information

We use collected information for the following purposes:

- To provide, personalize, and enhance our Service
 - To process applications and deliver services
 - To communicate service updates, offers, and notifications
 - To prevent fraud and ensure security
 - To comply with legal obligations and enforce policies
 - To analyze user behavior and improve functionality
 - To optimize marketing and advertising campaigns
 - To develop and enhance new features and user experience
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4. Data Sharing & Third Parties

We may share your information with:

- **Service Providers:** For hosting, analytics, and other operational functions
- **Affiliates & Business Partners:** To facilitate joint programs

- **Legal Authorities:** If required by law or to protect our rights
- **Marketing Partners:** To provide promotional offers (with user consent)
- **Third-Party Social Media Services:** If you sign in through platforms like Google or Facebook
- **Research Partners:** For data analysis and service improvement (in anonymized format)

We do **not** sell Personal Data to third parties.

5. Data Security & Retention

We implement security measures to protect your data from unauthorized access, disclosure, or misuse. Your data is retained only as long as necessary to fulfill service obligations or comply with legal requirements.

5.1 Retention Policy

We retain:

- Personal Data as long as you maintain an active account
 - Transaction records as required by financial regulations
 - Communications for a limited period unless needed for legal purposes
 - Anonymized data for research and analytics
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6. Your Rights & Choices

Depending on your jurisdiction, you may have rights to:

- **Access & Correct:** Review and update your information
- **Delete Data:** Request removal of your Personal Data
- **Opt-Out:** Choose not to receive marketing communications
- **Restrict Processing:** Limit how we use your information
- **Data Portability:** Request a copy of your data
- **Withdraw Consent:** Revoke any previously given consent for data collection or use

To exercise your rights, contact us at info@valleycan.org.

7. SMS & Communications

By providing your phone number, you consent to receive text messages regarding our services. Message and data rates may apply. A phone number is required for communication across all programs

- Text **STOP** to unsubscribe.
- Text **HELP** for assistance.

We do not share phone numbers with third parties for marketing purposes.

No mobile opt-in data will be shared with third parties.

8. Children's Privacy

Our Service is not intended for children under 13. If we discover that a minor has provided us with Personal Data, we will take steps to remove it.

8.1 Parental Rights

Parents can request:

- Access to their child's data
 - Deletion of any collected data
 - Restriction of further data collection from their child
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9. Third-Party Links & Services

Our Service may contain links to third-party websites. We do not control or assume responsibility for their privacy policies or content. We encourage users to review third-party privacy policies before engaging with external services.

10. Compliance with Legal Regulations

We comply with applicable privacy laws, including:

- **California Consumer Privacy Act (CCPA):** California residents may request details about their data collection and sharing practices.
 - **General Data Protection Regulation (GDPR):** European users have specific data protection rights.
 - **Americans with Disabilities Act (ADA):** We strive to ensure accessibility for all users.
 - **Children’s Online Privacy Protection Act (COPPA):** We do not knowingly collect data from children under 13 without parental consent.
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11. Do Not Track (DNT) Policy

Our Service does not currently respond to DNT signals. However, some third-party websites may honor this setting. Users can enable DNT in browser settings.

12. International Data Transfers

Your Personal Data may be transferred to, and maintained on, computers outside of your state, province, country, or other governmental jurisdiction where data protection laws may differ.

We take all necessary steps to ensure data protection and compliance with international regulations before any transfer occurs.

13. Updates to This Privacy Policy

We may update this policy periodically. Changes will be posted on this page with an updated revision date.

- If significant changes occur, we will notify users via email or a prominent notice on our website.
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14. Terms & Conditions

Opt-In Consent

By opting in, you agree to receive messages and updates from Valley CAN via SMS and other electronic means. Message and data rates may apply. Message frequency may vary depending on your activity and preferences. A phone number is required for communication across all programs.

- To opt-out at any time, reply with **STOP**.
- For assistance, reply with **HELP** or contact us at **info@valleycan.org**.

Privacy

Your information will be used solely for communication and updates from Valley CAN. We do **not** share or sell your data to third parties, except as required by law.

No mobile opt-in data will be shared with third parties

Message Delivery

Valley CAN is not responsible for any delays or undelivered messages due to mobile carrier restrictions, service issues, or technical limitations.

Consumer Representations

By submitting your application or participating in the program, you:

- Provide **express written consent** to the **San Joaquin Valley Air Pollution Control District** and/or its agents (program administrator) to **capture, use, analyze, report, and disclose** the information provided in your application, including related vehicle emissions data, to third parties as allowed by applicable **federal, state, and local** laws or regulations.
- Agree to comply with all **program terms, conditions, and guidelines** set forth by the administrator.

Media Release

By attending a Valley CAN event, you **grant permission** to Valley CAN and its representatives to use photographs and/or video footage taken of you at any of those events. These images or videos may be used in:

- Publications
- News releases
- Online content

15. Contact Information

For questions regarding this Privacy Policy, contact us at:

- Email: **info@valleycan.org**
- Website: www.valleycan.org/privacy
- Mailing Address: Valley CAN, 921 11th Street, Suite 220, Sacramento, CA 95814