

Privacy Policy

Last updated— October 8, 2026

This Privacy Policy explains how Valley CAN ("we," "us," or "our") collects, uses, protects, and discloses personal information through our website, applications, events, communications, programs and services we administer or manage. Valley CAN works with government agencies, public utilities, funding organizations, and other authorized program partners. Program-specific privacy notices, authorizations, and terms may also apply and will be provided where appropriate. This policy does not replace any additional consent required for a particular program or communication.

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.

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 program-related service updates, eligibility decisions, appointment reminders, and notifications
- To prevent fraud and ensure security
- To comply with legal obligations and enforce policies
- To analyze user behavior and improve functionality
- To conduct marketing or advertising activities, where applicable, in accordance with relevant notice and consent requirements; consent to program-related SMS does not authorize unrelated marketing SMS
- To develop and enhance new features and user experience

4. Data Sharing & Third Parties

We may disclose personal information for the purposes described below, as permitted by law and consistent with applicable program requirements:

- **Service Providers:** To support hosting, communications delivery, information technology, analytics, and other operational functions, subject to appropriate confidentiality and security obligations
- **Affiliates & Business Partners:** To administer and facilitate joint programs, where authorized
- **Legal Authorities:** If required by law or to protect our rights
- **Marketing Partners:** To provide promotional offers only where permitted by law and supported by any required separate consent; SMS opt-in information is not shared for third-party or affiliate marketing
- **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. Mobile phone numbers and SMS opt-in consent information are not sold or shared with third parties or affiliates for their independent marketing or promotional purposes. Authorized service providers may process such information only as needed to deliver and administer communications on our behalf.

5. Data Security & Retention

We use reasonable administrative, technical, and organizational safeguards designed to protect Personal Data from unauthorized access, loss, disclosure, or misuse. Safeguards may include access restrictions, staff procedures, and oversight of authorized service providers, as appropriate to the information and systems involved. No method of electronic storage or transmission is completely secure. We retain information only as long as reasonably necessary for the purposes described in this policy, including program administration, contractual obligations, recordkeeping, dispute resolution, and applicable legal requirements.

5.1 Retention Policy

We retain:

- Personal Data for as long as reasonably necessary for program administration, services, and applicable contractual or legal requirements
- Financial and transaction records for applicable accounting, contractual, or legal retention periods
- Communication and SMS consent records for periods reasonably necessary to administer communications, document consent, respond to requests, and meet applicable requirements
- Deidentified or anonymized data for research and analytics where appropriate

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 applicable privacy rights, contact info@valleycan.org. Please describe your request and provide sufficient information for us to verify your identity or authority where necessary. We will review and respond in accordance with applicable law; some requests may be limited by contractual, program, or legal recordkeeping requirements.

7. SMS & Communications

Valley CAN may send SMS text messages about program inquiries, application status, eligibility, appointments, vouchers, vehicle repair assistance, and related program services only to individuals who have affirmatively opted in. An optional SMS checkbox on an applicable form must be unchecked by default. Other opt-in methods, if used, must be documented. Providing a phone number for an application or inquiry does not, by itself,

constitute SMS consent. SMS consent is not required as a condition of program participation.

- Message frequency varies depending on program participation and communication needs. Message and data rates may apply. Reply STOP to unsubscribe at any time.
- Reply HELP for assistance or contact info@valleycan.org.

We do not sell or share mobile phone numbers or SMS opt-in consent information with third parties or affiliates for their independent marketing or promotional purposes.

Authorized service providers may process mobile information on Valley CAN's behalf to deliver and administer messages, subject to appropriate privacy and security safeguards. We may maintain records of the consent method, date, and applicable disclosure to document compliance.

8. Children's Privacy

Valley CAN's website and online services are intended primarily for adults seeking information about and participation in our programs and services. Our website is not directed toward children under the age of 13. Valley CAN does not knowingly solicit or collect personal information directly from children under 13 without parental or legal guardian consent when required by applicable law. If we become aware that personal information was collected directly from a child under 13 without required consent or other legal authorization, we will take appropriate steps to delete the information or otherwise comply with applicable legal requirements. Eligibility to participate in Valley CAN programs, including any minimum age requirements, is determined by the terms and conditions of each individual program.

8.1 Parental Rights

Parents or legal guardians who believe their child has provided personal information to Valley CAN may contact us at info@valleycan.org.

- Where applicable, parents or legal guardians may request access to, correction of, or deletion of their child's personal information, subject to identity verification and applicable legal requirements.

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.

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 and post a revised effective date. If changes materially affect activities based on consent, we will seek renewed consent when required by applicable law.

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

14. Terms & Conditions

Opt-In Consent

By voluntarily selecting an optional, initially unchecked SMS consent checkbox or completing another documented affirmative opt-in process, individuals agree to receive program-related SMS communications from Valley CAN. Providing a phone number alone does not constitute SMS consent, and SMS consent is not required for program participation. Message frequency varies. Message and data rates may apply.

- Reply STOP to opt out of SMS communications at any time.
- Reply HELP for assistance or contact info@valleycan.org.

Privacy

Personal information is used and disclosed for the purposes described in this Privacy Policy, including authorized program administration and service-provider processing. Mobile phone numbers and SMS opt-in consent information are not sold or shared with third parties or affiliates for their independent marketing or promotional purposes.

Authorized communications service providers may process information on our behalf as necessary to provide SMS services, subject to appropriate confidentiality and security safeguards. See Sections 4 and 7 for more information.

Message Delivery

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

Program-Specific Consumer Representations and Authorizations

Valley CAN administers programs for different funding agencies and partners. Each program may require its own eligibility certifications, information-sharing authorizations,

participant acknowledgments, or other terms. These requirements will be presented in the applicable program application, consent form, or program-specific notice and are not automatically applicable to participants in other Valley CAN programs.

- For example, programs administered in connection with the San Joaquin Valley Air Pollution Control District may require express authorization concerning application information and vehicle emissions data. Any such authorization must be presented and obtained through the applicable program documentation, rather than inferred solely from use of this website or acceptance of this general Privacy Policy.
- Participants are responsible for complying with the terms and guidelines of the specific program in which they enroll. Where information is shared with authorized agencies, utilities, contractors, or funding partners for program administration, Valley CAN will do so in accordance with applicable law, contractual obligations, and program-specific disclosures.

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