

# **YMCA of the Rockies Privacy Policy**

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## **About**

YMCA of the Rockies is committed to protecting the privacy and personal information of our guests, members, donors, and program participants. This Privacy Policy explains how YMCA of the Rockies collects, uses, shares, and safeguards personal information when individuals interact with our organization.

YMCA of the Rockies operates conference and family retreat facilities including Estes Park Center and Snow Mountain Ranch in Colorado. Guests, visitors, donors, and program participants interact with our organization through lodging reservations, programs and activities, events, digital platforms, and communications.

This Privacy Policy applies to interactions with YMCA of the Rockies including our facilities, websites, digital services, and mobile applications.

## **Our Commitment to Privacy**

YMCA of the Rockies values the trust placed in us by our guests, participants, and supporters. We are committed to protecting personal information and maintaining transparency about how information is collected and used.

We collect only the information that is reasonably necessary to provide lodging, programs, services, and communications while striving to ensure that personal information is handled responsibly.

This Privacy Policy reflects YMCA of the Rockies' commitment to protecting personal information in accordance with applicable laws including the Colorado Privacy Act, applicable U.S. privacy standards, and international privacy expectations where relevant.

## **Information We Collect**

YMCA of the Rockies may collect personal information when individuals make reservations, participate in programs, donate, communicate with us, or use our websites or mobile applications.

Personal Contact Information may include name, mailing address, email address, telephone number, and emergency contact information.

Reservation and Program Information may include lodging reservations, activity bookings, conference registrations, membership information, and guest preferences.

Payment and Transaction Information may be collected when individuals reserve lodging, register for programs, or make donations.

Online and Technical Information may include IP addresses, device information, browser type, website usage data, and similar technical data used to improve services.

## **How We Use Information**

Personal information collected by YMCA of the Rockies may be used to process reservations, manage programs and activities, communicate with guests, process payments and donations, provide confirmations and receipts, improve services, and maintain safety within our facilities.

YMCA of the Rockies may communicate with guests or supporters regarding programs, services, and events. Individuals may opt out of promotional communications at any time using unsubscribe instructions.

YMCA of the Rockies does not sell personal information to third parties.

## **Payment Information (PCI Disclosure)**

YMCA of the Rockies uses secure payment systems designed to comply with Payment Card Industry Data Security Standards (PCI DSS).

Credit and debit card transactions are processed through secure third-party payment processors.

### **Child and Youth Privacy**

YMCA of the Rockies offers programs and activities designed for families, youth, and educational groups.

Information about minors may be collected when necessary to safely administer programs.

This information may include participant names, emergency contacts, and medical or dietary information relevant to program participation.

### **FERPA Considerations for School Groups**

YMCA of the Rockies frequently hosts educational groups and school programs.

When student information provided by schools qualifies as education records under the Family Educational Rights and Privacy Act (FERPA), YMCA of the Rockies treats that information with appropriate confidentiality and uses it only for program coordination and student safety.

### **Donor Privacy**

YMCA of the Rockies values the generosity and trust of our donors.

Information collected from donors may include contact information, donation history, and payment information required to process contributions. Donor information is used solely to process donations, provide receipts, and communicate about YMCA of the Rockies programs.

YMCA of the Rockies does not sell, trade, or rent donor information.

## **Data Sharing with Service Providers**

YMCA of the Rockies may share personal information with trusted service providers that support our operations.

These providers may support booking systems, payment processing, website hosting, marketing communications, analytics services, and mobile application platforms. YMCA of the Rockies complies with applicable mobile messaging industry guidelines, including Cellular Telecommunications Industry Association (CTIA) messaging principles, and respects consumer preferences regarding mobile communications. These service providers receive only the information necessary to perform services on behalf of YMCA of the Rockies.

## **SMS and Text Messaging Communications**

YMCA of the Rockies may offer guests, members, and program participants the option to receive text messages (SMS) or mobile alerts related to reservations, program participation, or important notifications.

Mobile phone numbers may be collected when individuals:

- Make lodging reservations
- Register for programs or camps
- Use YMCA of the Rockies mobile applications
- Sign up for emergency notification systems
- Opt-in to receive text communications Text messages may include:
  - Reservation confirmations or updates
  - Activity or program reminders
  - Camp or group program communications
  - Emergency alerts or safety notifications

- Operational updates that may affect guest stays

By providing mobile phone numbers you are opting in to receive text communications, individuals consent to receiving SMS messages from YMCA of the Rockies related to their interaction with our services.

- Message frequency may vary.
- Standard message and data rates may apply depending on the individual's mobile carrier.
- Recipients may opt out of text messaging communications at any time by following the instructions provided in the message or by contacting YMCA of the Rockies.

### **Financial Privacy and Account Confidentiality**

YMCA of the Rockies respects the confidentiality of financial and payment information associated with guest reservations, memberships, and donations.

Financial information provided to YMCA of the Rockies may include:

- Credit or debit card information
- Billing addresses
- Transaction history related to reservations or donations

This information is used solely for the purpose of processing authorized transactions and providing services requested by the guest or donor.

YMCA of the Rockies does not sell, share, or disclose financial or payment information to third parties except when necessary to process payments through secure payment processors or when required by law.

When reservations or memberships involve multiple individuals or households, financial information associated with a payment method will

not be disclosed to other individuals unless authorized by the account holder.

YMCA of the Rockies is committed to maintaining the confidentiality of financial information and handling such information in accordance with applicable privacy and payment security standards.

### **Colorado Privacy Rights**

Residents of Colorado may have certain rights under the Colorado Privacy Act, including rights to access, correct, or request deletion of personal information held by YMCA of the Rockies.

### **California Privacy Rights (CCPA / CPRA)**

California residents may have additional rights under the California Consumer Privacy Act (CCPA) and the California Privacy Rights Act (CPRA). These rights may include requesting access to personal information, requesting deletion of personal information, or requesting correction of inaccurate information.

### **International Visitors and GDPR Transparency**

YMCA of the Rockies welcomes visitors from around the world. Visitors from the European Economic Area or United Kingdom may have rights under the General Data Protection Regulation (GDPR), including rights to access, correct, or delete personal information.

Information collected by YMCA of the Rockies may be processed and stored in the United States.

### **Cookies and Website Tracking**

YMCA of the Rockies websites may use cookies and similar technologies to improve website functionality and analyze usage trends.

Visitors may adjust browser settings to manage cookie preferences.

### **Mobile Application Privacy**

YMCA of the Rockies may offer a mobile application that allows guests to access reservations, activity schedules, and services.

The application may collect device information, usage data, and notification preferences. Users may manage permissions through their mobile device settings.

### **Internet Usage and Guest Wi-Fi**

YMCA of the Rockies may provide guest Wi-Fi within its facilities.

Guests should understand that public wireless networks may present security risks and YMCA of the Rockies cannot guarantee the security of information transmitted over public networks.

YMCA of the Rockies monitors internet connectivity and may filter out obscene or inappropriate web content using third-party vendor software.

### **Video Surveillance Disclosure**

For the safety and security of guests and staff, YMCA of the Rockies utilizes video surveillance systems in certain public areas such as building entrances, parking areas, and common spaces.

Cameras are not installed in private areas such as guest rooms, bathrooms, or locker rooms.

### **Data Retention**

YMCA of the Rockies retains personal information only as long as reasonably necessary to provide services, maintain records, comply with legal obligations, or support operational needs.

### **Photography and Media Use**

YMCA of the Rockies may photograph or record activities occurring in public areas for purposes including program documentation and marketing.

Guests who prefer not to appear in photographs may notify staff when possible.

### **Children’s Online Privacy (COPPA)**

YMCA of the Rockies does not knowingly collect personal information directly from children under 13 through its websites or mobile applications without parental involvement.

Information about children is typically provided by parents, guardians, or schools during program registrations.

### **Digital Accessibility (ADA Compliance)**

YMCA of the Rockies is committed to providing digital experiences accessible to individuals with disabilities.

Our websites and digital services strive to align with recognized accessibility standards including the Web Content Accessibility Guidelines (WCAG).

### **Automated Processing and Artificial Intelligence**

YMCA of the Rockies may use automated technologies or artificial intelligence tools to support operational functions such as reservation systems, website analytics, fraud detection, and service improvements.

These technologies assist staff and do not replace human decision-making regarding guest services or program participation.

### **Your Choices and Privacy Controls**

Individuals may opt out of marketing communications, request access to personal information, request correction or deletion of personal information where applicable, manage cookie preferences, or control mobile application permissions through device settings.

## **Policy Updates**

YMCA of the Rockies may update this Privacy Policy periodically to reflect changes in laws, services, or operational practices.

Updated policies will be posted through YMCA of the Rockies official websites and digital platforms with a revised effective date.

## **Contact Information**

Questions or requests related to this Privacy Policy may be directed to:

YMCA of the Rockies

Attn: Privacy Office

Email: [privacy@ymcarockies.org](mailto:privacy@ymcarockies.org)