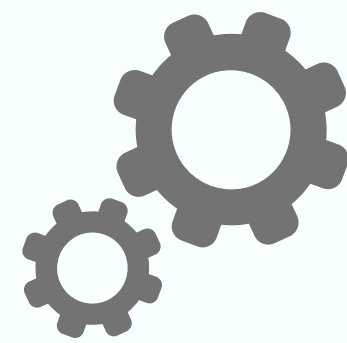


# CHURCH WEBSITE & APP PRIVACY POLICY



## INTRODUCTION

Welcome to New Hope Las Vegas. Our church is committed to protecting your information by ensuring that we remain lawful. Below is the Privacy Policy for [www.newhopelasvegas.com](http://www.newhopelasvegas.com) and New Hope LV App. Please take some time to read through this Policy as it outlines how we will use your personal information.

## PRIVACY POLICY CONSENT

This website and all of its content is owned by New Hope Las Vegas. The term “you” refers to the user or viewer of [www.newhopelasvegas.com](http://www.newhopelasvegas.com) and New Hope LV App.

This Privacy Policy exists to inform you of how we collect, use, process and distribute your information. It is important for you to know that we will not use or share your information in any way that is not specified within this Privacy Policy.

We reserve the right to change or modify this privacy policy in any way, at any time. Please read this Privacy Policy in order to understand how your information may be obtained and used. Any content that is provided to us by you or is obtained by us from this website is governed by this Privacy Policy. By using [www.newhopelasvegas.com](http://www.newhopelasvegas.com) and New Hope LV App, whether you have read this Privacy Policy or not, you are fully consenting to this Privacy Policy.

## INFORMATION WE MAY COLLECT

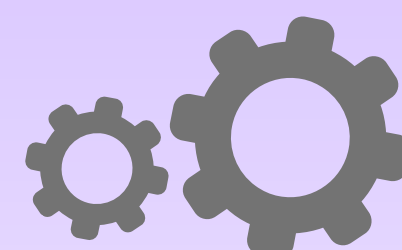
Our goal in collecting information from you is to ultimately make your experience better as you use [www.newhopelasvegas.com](http://www.newhopelasvegas.com) and New Hope LV App. Here are the pieces of information that we may collect when you use this website.

- 1) A name and an email address that will enable us to send emails to you - provision of an email address on this site equates to consent.
- 2) A name, email address, or phone number so we can follow-up with you.
- 3) Billing information including a name, address and credit card information will enable us to process any purchases or donations.
- 4) A name, email address, and phone number if you complete our contact form with a question.

Any information that you voluntarily provide equates to information that you are giving us the consent to use.

## HOW PERSONAL INFORMATION IS COLLECTED

- 1) Visiting [www.newhopelasvegas.com](http://www.newhopelasvegas.com) and New Hope LV App (cookies)
- 2) Making a donation to New Hope Las Vegas and/or any of its ministries
- 3) Applying to work with New Hope Las Vegas
- 4) Contacting us using email, phone or any other means
- 5) Through third party-cookies (see the section on “Data Collection Technologies”)



## **ANONYMOUS DATA COLLECTION AND USE**

In order to ensure that our website delivers a high quality experience, we may use your IP address to help diagnose problems on our end and to manage the Website by identifying which areas of the Website are being used the most, and to fine-tune our content for your best interest. Your IP address is the number assigned to computers connected to the Internet. This is essentially “traffic data” which cannot personally identify you, but is helpful to us for marketing purposes and for improving our services. Traffic data collection only follows your activities as you are using this website, it does not follow your activities on any other websites in any way. Anonymous traffic data may also be shared with business partners and advertisers.

## **USE OF “COOKIES”**

We may utilize the “cookies” feature of major browsers.

You may choose to disable cookies through your own web browser’s settings. However, disabling this function may diminish your experience on our Website and some features may not work as intended.

## **DATA COLLECTION TECHNOLOGIES**

In addition to our own cookies, we may also use various third-parties cookies, for example, Google Analytics, Google Ads, Google Tag Manager, Facebook Ads Manager, Facebook Pixel, etc.

By agreeing to our Privacy Policy, you agree to the use of cookies and similar technologies (for example, web beacons, pixels, tags, and device identifiers which we collectively refer to as “cookies”) as described in this policy.

## **WHAT HAPPENS WITH THE INFORMATION WE COLLECT**

### **1. It may be used to contact you**

- For follow-up purposes
- For promotional purposes
- For troubleshooting purposes
- Informational updates

### **2. It may be used to help process payments online**

- Your personal information may be needed in order to process the payments that you could potentially be making to New Hope Las Vegas.

### **3. It may be used during targeted social media or search engine advertisements**

- \*This would be used if your church uses social media services such as Facebook for targeted promotional purposes. (if so, make sure to explain exactly how your church does so)

### **4. Viewing by others**

- Whenever you voluntarily provide Personal Information through the use of [www.newhopelasvegas.com](http://www.newhopelasvegas.com) or New Hope LV App, you have consented to that information and its content, being seen, collected and used by others. We cannot be responsible for any unauthorized or improper use of the information that you voluntarily share (i.e., sharing a comment on a blog post, posting in a Facebook group that we manage, sharing details on a group coaching call, etc.).

## **STORAGE AND HANDLING OF PERSONAL INFORMATION**

Personal Information obtained by [www.newhopelasvegas.com](http://www.newhopelasvegas.com) and New Hope LV App is stored internally or through a data management system. We value your safety, so your Personal Information will only be accessed by people who are responsible for gathering, managing or storing it, or who have a legitimate need to access it. (i.e., our hosting provider, newsletter provider, payment processors or team members).

It is important to note that we may transfer information internationally. If you are using our website in the European Union, please understand that your Personal Information may be transferred outside of the European Union. By using our Website and providing us with your Personal Information, you are consenting to these transfers exactly as stated within this Privacy Policy.

## **HOW YOU CAN ACCESS, UPDATE OR DELETE YOUR PERSONAL DATA**

You have the right to:

- 1) Request information regarding how your information is used and request a copy of what information we use.
- 2) Restrict processing if you think the information is inaccurate, unlawful, or no longer necessary.
- 3) Be forgotten from our systems, meaning we will erase your personal information from our databases. (You have the “right to be forgotten”).
- 4) Change your preference regarding whether you consent to our use of your information.
- 5) Lodge a complaint if it is felt that any of your information has been unlawfully used.
- 6) Receive Personal Data portability and transference to another controller without our hindrance.
- 7) Object to our use of your information.
- 8) Not be subject to an automated decision based solely on automatic processing, including profiling, which legally or significantly affects you.

If you have any questions regarding our privacy policy, please reach out to us at [media@newhopelasvegas.com](mailto:media@newhopelasvegas.com) and we would be happy to connect with you.



# NEW HOPE LAS VEGAS SOCIAL MEDIA GUIDELINES AND CHURCH POLICY

This policy provides parameters in order to guide church staff, team members, employees, volunteers, and church leaders when social media tools are used on behalf of New Hope Las Vegas Christian Fellowship ("New Hope") or when New Hope becomes part of a social media dialogue.

## Social Media Tips

- Be selective! There are a variety of digital platforms available. Use the right medium for the message. For example, don't use a Facebook post to communicate sensitive or private information.
- Be smart! A blog, community post, or social media post is often visible to the entire public and can/will be shared by others in various ways that cannot be controlled at any level. Be extremely wise with all content posted.
- Use grace! Always use Biblical wisdom when utilizing social media. For example, if someone has offended you, consider speaking with them privately on the matter. Do not post offense responses publicly.
- Ask us! In areas where this policy does not provide a direct answer for how members of our community should answer social media questions, please check with New Hope's leadership team before speaking as a representative of the church.

## Use of Social Media

- All of New Hope's policies, including harassment, confidentiality, and software use, apply in the extensive use of social media.
- Team members who misuse the New Hope's social media resources in ways that violate the law or other ministry policies are subject to immediate disciplinary action and/or dismissal.

## Guidelines

- Employees/volunteers who are interested in representing New Hope Las Vegas must first sign a consent and application document, as well as attend a social media training class.
- Social media postings should never disclose sensitive or confidential information, unless written consent to share said information is obtained from the individual it concerns. This includes but is not limited to personal and/or medical information.
- Please refrain from posting photos of individuals or identifying those individuals on New Hope's social media pages without their written consent prior to posting. Written consent can be submitted via email or text. The members of the social media team are responsible for disabling the "tagging" feature of photos posted on the ministry's page. If the photos reference a location, that information must be deleted as well.
- Copyright and Fair Use Laws must be respected at all times. Feel free to point or link to another individual's site, not post or blog about it like it is your own content.
- If any posted material concerning New Hope Las Vegas seems to be illegal (e.g. child or elder abuse, etc.) team members should contact church leadership and the appropriate authorities immediately.
- When communicating with youth via social media, team members must adhere to New Hope's youth communication policy. Additionally, employees and volunteers serving in the children and youth ministries must keep their professional image in mind at all times. Online conduct, comments, behavior, etc. affects this image. New Hope discourages staff members and volunteers from accepting invitations to "friend" youth group members within personal networking sites. Social contact outside the New Hope Las Vegas's youth page may create serious risks for the ministry workers and negatively alter the dynamic between a youth leader and a student.
- Team members and employees are solely responsible for the content they publish online, including content from their own social media pages. It must be absolutely clear that all views/posts do not reflect New Hope Las Vegas, but are reflective of themselves.
- As a team member of New Hope Las Vegas, remember that your online presence and posts can have the potential to affect the ministry of New Hope. For this reason, it is imperative that you conduct your online interactions in accordance with the Employee/Volunteer Handbook, New Hope Las Vegas's Statement of Faith and with the Code of Conduct. If you have any questions in this area, inquire with the leadership team for clarity.
- When in doubt, be positive! Whether someone has posted something mean, rude or distasteful, take the high road at all times.
- In the event of a crisis, contact church leadership prior to responding to any posting or comments relating to the crisis.

## Public Relations Guidelines

- Church communications may not be used for partisan political messages or paid advertising.
- New Hope Las Vegas may designate one or two main employees to facilitate all external communication channels on behalf of the Church. Only authorized employees such as the Pastor(s), Communications Staff and Departmental Directors may coordinate communications with members of the media on behalf of New Hope Las Vegas.
- Any external communication from the New Hope Las Vegas office regarding serious/unexpected incidents must be approved by church leadership and follow New Hope's guidelines.
- Always use New Hope Las Vegas's official name and logo. These branding items must be approved prior to official use.

## Where Do These Guidelines Apply?

- This policy applies to all online and mobile platforms for sharing content and information, whether hosted by New Hope or hosted by others. "Social media" refers to social networking services, short-message services, message boards, wikis, podcasts, image/video sharing sites and other methods for sharing real time information among users. Due to the ever-changing speed of social media, this policy applies to all new social media platforms, whether or not they are mentioned. All social media platforms are relevant and included.