

ServeMinnesota Privacy Policy

Last Updated: February 12, 2026

Introduction and Purpose

ServeMinnesota, (also, “we,” or “our”) collects, uses, and discloses personally identifiable information (“PII”) that we obtain from visitors to our website (“Site”), donors, and other people we do business with (collectively, “you”). This Privacy Policy (“Policy”) describes how we collect, use, and disclose the information we collect from you.

If you have any questions about Policy, please email us at support@serveminnesota.org. Additional contact information is provided in the Contacting Us section below.

This Policy consists of the following main sections:

- Information We Collect**
- How We Collect Information**
- How We Use Your PII**
- How We Share Information**
- Cookies and Other Tracking Mechanisms**
- Third Party Links**
- Security of Your PII**
- Access to Your PII**
- Choices You Have Regarding Marketing Messages**
- Special Notice About Children**
- Changes to this Policy**
- Contacting Us**

1. Information We Collect

Personally Identifiable Information. We collect PII such as first name, last name, email address, mailing address, and telephone number. Any time you make a donation we will collect your full name, email address, and mailing address. Billing and other payment information you provide when you donate to ServeMinnesota is collected and maintained by our payment service provider, Stripe.

Information that is not PII. This includes, but is not limited to, browser type and version, operating system, referral source, length of visit, page views, demographics, interests, online habits, geographical location, analytical data. We combine this information with PII. Please see the section “Cookies and Other Tracking Mechanisms” for more information.

We occasionally use the term “information” to refer to both PII and non-PII.

2. How We Collect Information

Our site collects information including:

- domain name;
- your browser type and operating system;
- web pages you view; links you click; your IP address;
- the length of time you visit our Site; and
- the referring URL, or the webpage that led you to our Site.
- your device's location information.

3. How We Use Your PII

Providing our services: To provide our services and respond to your inquiries.

Tailoring Content: To tailor the content and information that we send or display on the Site, to offer location customization, and personalized help and instructions, and to otherwise personalize your experiences while visiting the Site.

Protecting Rights and Interests: We will use or disclose your PII to detect, prevent, or otherwise address fraud, security, or technical issues; to prevent or stop activity that we might consider to be, or pose a risk of being, an illegal, unethical, or legally actionable activity; to use as evidence in litigation; and to conduct audits.

Legal Compliance: To comply with applicable legal or regulatory obligations, including as part of a judicial proceeding; to respond to a subpoena, warrant, court order, or other legal process; or as part of an investigation or request, whether formal or informal, from law enforcement or a governmental authority.

Marketing and Communications: We will use your PII to send you news about our services that we think may interest you. We will also use information that we learn about you to assist us in advertising our services on third party sites.

Research and Analytics: To better understand how you access and use our Site, both on an aggregated and individualized basis, to improve our Site, and for other research and analytical purposes.

4. How We Share Information

Grant-Making Activity: When we participate in grant-making activities with third parties, we may share your information with that entity.

Donor Information: Donor information is stored in a secure database, with access restricted to relevant staff members only. Information is shared with staff and board members only on a need-to-know basis; non-identifying information is used whenever possible. ServeMinnesota will not share, sell, rent or lease donor personal information to other organizations.

Business Partners: We disclose your information to companies we partner with to integrate our services with theirs.

Service Providers. We disclose PII we collect to our service providers.

Business Transfers. If we are acquired by or merged with another organization, if substantially all of our assets are transferred to another company, or as part of a bankruptcy proceeding, we will transfer the PII to the other company.

In Response to Legal Process. To comply with the law, a judicial proceeding, court order, or other legal process, such as in response to a court order or a subpoena.

To Protect Us and Others. Where we believe it is necessary to investigate, prevent, or take action regarding illegal activities.

To Protect Our Legitimate Business Interests. Where required by law or where we believe it is necessary to protect our legal rights and interests, such as in connection with legal claims, compliance, regulatory, and audit matters.

5. Cookies and Other Tracking Mechanisms

We and our service providers use cookies and other tracking mechanisms to gather information about your use of our Site. We will combine this information with other information we collect from you (and our service providers might do so on our behalf).

Currently, our systems do not recognize browser “do-not-track” requests. You might be able to, however, disable certain tracking as discussed in this section (e.g., by disabling cookies or limiting tracking on your mobile device); you can also opt-out of targeted advertising by following the instructions in the Third-Party Analytics section below.

Cookies. These are identifiers that we transfer to your computer’s hard drive through your web browser. Some cookies allow us to make it easier for you to navigate our Site.

Disabling Cookies. Most web browsers automatically accept cookies, but if you prefer, you can edit your browser options to block them in the future. The Help portion of the toolbar on most browsers will tell you how to prevent your computer from accepting new cookies, how to have the browser notify you when you receive a new cookie, or how to disable cookies altogether. Visitors to our Site who disable cookies will be able to browse certain areas of the Site, but some features might not function.

Clear GIFs, pixel tags and other technologies. Clear GIFs are tiny graphics with a unique identifier, similar in function to cookies. In contrast to cookies, which are stored on your computer’s hard drive, clear GIFs are embedded invisibly on web pages. We use clear GIFs in connection with our Site to, among other things, track the activities of Site visitors, help us manage content, and compile statistics about Site usage. We and our service providers also use clear GIFs in HTML emails to help us track email response rates, identify when our emails are viewed, and track whether our emails are forwarded.

Third Party Analytics. We use automated devices and applications, such as, but not limited to, Google Analytics, to evaluate usage of our Site. We also use other analytic means to evaluate our services. We use these tools to help us improve our services, performance and user experiences. For more information, please visit <https://policies.google.com/technologies/partner-sites> You may be able to opt out of Google’s collection and processing of data generated by your use of the services by going to <http://tools.google.com/dlpage/gaoptout>.

6. Third-Party Links

Our Site might contain links to third-party websites. Access to and use of such linked websites is not covered by this Policy, but instead is governed by the privacy notices of those third-party websites. We are not responsible for the information practices of such third-party websites.

7. Security of Your PII

No computer network is invulnerable to attack. We use reasonable measures to protect your PII from unauthorized disclosure.

8. Access to Your PII

If you wish to modify or delete PII that you provided to us, or would like a copy of your information, please contact us so we can assist you with your request.

9. Choices You Have Regarding Marketing Messages

We will send periodic promotional or informational messages to you if you sign up for our newsletter through the website. You can opt-out of such communications by following the instructions contained in the message.

10. Special Notice About Children

Our services are not designed for children. If we discover that a child has provided us with PII in violation of applicable law, we will delete such information from our systems.

11. Changes to This Policy

This Policy will be updated or changed from time to time. When we do, we will also revise the "updated" date at the top of this Privacy Policy page.

12. Contacting Us

Please direct any questions or comments regarding this Policy to:

Privacy Officer
ServeMinnesota

120 S. Sixth Street, Ste. 2260
Minneapolis, MN 55402