



Campaign For Working Families, Inc.

PRIVACY POLICY

Campaign for Working Families, Inc. ("CWF") values the privacy of all individuals who engage with its services and is committed to protecting it through our compliance with this policy. This Privacy Policy outlines the collection, use, protection, and disclosure of information obtained through CWF's Call Center Platform, SMS communications, Live Chat, website, and related systems. This Privacy Policy applies to information we collect through any of the abovelisted platforms. It does not apply to (i) information collected by us offline or through any other means, including on any other website operated by CWF or any third party or (ii) any third party, including through any application or content (including advertising) that may link to or be accessible from or on CWF's Call Center Platform, SMS communications, Live Chat, website, or related systems. Please read this Privacy Policy carefully to understand our policies and practices regarding your information and how it will be treated by CWF. If you do not agree with our policies and practices, your choice is not to use our Call Center Platform, SMS communications, Live Chat, website, or related systems. By accessing or using our Call Center Platform, SMS communications, Live Chat, website, or related systems, you agree to this Privacy Policy. This Privacy Policy may change from time to time (see Changes to Our Privacy Policy). Your continued use of our Call Center Platform, SMS communications, Live Chat, website, or related systems after we make changes is deemed to be acceptance of those changes, so please check the policy periodically for updates.

Information Collected

1. **Personal Information**

CWF collects information necessary to provide services and ensure compliance with regulatory requirements.

Information may include:

- Full name, address, telephone number, and email address
- Last four digits of a Social Security Number when required for verification
- Appointment details, service preferences, and communication records
- Information provided through SMS, Live Chat, phone, or online forms

2. **Non-Personal Information**

CWF may collect non-identifiable information such as

- Browser type, device type, and operating system
- General geographic region
- Date, time, and duration of website visits or communications

Methods of Collection

Information is obtained through:

- Direct input from clients through calls, texts, chats, or online submissions
- Automated tracking technologies such as cookies and analytics tools
- Secure transfers from third-party vendors that support CWF operations

Purpose of Information Use

Collected information supports the following functions:

- Delivery of tax, financial, and family stability services
- Scheduling, appointment confirmation, and client assistance
- Program evaluation and service improvement
- Communication of essential updates, reminders, or instructions through SMS or email
- Fulfillment of contractual, grant, and legal obligations

SMS and Live Chat Communications

Participation in SMS or Live Chat communications signifies consent to receive messages from CWF.

- Message frequency varies based on engagement with CWF services
- Standard message and data rates may apply
- Clients may opt out of text communications by replying “STOP” or request chat termination at any time
- CWF does not sell, lease, or exchange contact information with external parties

Information Sharing and Disclosure

CWF shares information only in limited and controlled circumstances:

- With verified vendors or service providers supporting operational systems
- With government agencies or funding partners when legally required
- For protection of client safety, organizational property, or legal rights
- In response to lawful requests or subpoenas
- CWF does not sell or rent personal data for marketing or commercial use.

Data Security

CWF maintains administrative, technical, and physical safeguards to protect data from unauthorized access, disclosure, or misuse. Security practices align with industry standards and legal requirements. Absolute security cannot be guaranteed due to the nature of electronic communications.

Data Retention

Personal information is retained only for the period necessary to meet service, contractual, and regulatory requirements. Data is securely disposed of following retention expiration or fulfillment of obligations.

Client Rights and Choices

Clients possess the following rights:

- Access to or correction of personal information upon verified request
- Withdrawal of consent for SMS or Live Chat communications
- Request for deletion of personal data, subject to legal limitations
- Requests may be directed to getinfo@cwfphilly.org.

Third-Party Links

External websites linked through CWF’s platforms operate under their own privacy policies. CWF assumes no responsibility for the practices or content of third-party sites.

Policy Updates

CWF reserves the right to revise this Privacy Policy in response to operational, legal, or technological changes. Updated versions will be posted on the CWF website with the revised effective date. You are responsible for ensuring we have an up-to-date active and deliverable email address for you, and for periodically visiting our website and this Privacy Policy to check for any changes. Your continued use of our Call Center Platform, SMS communications, Live Chat, website, or related systems after we make changes is deemed to be acceptance of those changes, so please check the policy periodically for updates.

Limitation of liability

We exercise reasonable efforts to safeguard the security and confidentiality of your personal information; however, we will not be liable for unauthorized disclosure of personal information that occurs through no fault of CWF, including, but not limited to, errors in transmission, uses of your data by a third party, your failure to comply with your security obligations, and the unauthorized acts of CWF's employees and agents.

Contact Information

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