

Privacy Policy

Effective Date: July 24, 2026

Last Updated: July 24, 2026

Shining Light Homes (“we,” “us,” or “our”) is committed to protecting the privacy and confidentiality of our donors, program participants, volunteers, website visitors, and supporters. This Privacy Policy explains how we collect, use, disclose, and safeguard your personal information when you visit our website at <https://www.shininglighthomes.org> or interact with our organization.

1. Information We Collect

We collect information directly from you when you interact with us online or offline:

- **Personal Identifiable Information (PII):** Name, email address, phone number, mailing address, and contact preferences submitted through inquiry forms, newsletter sign-ups, volunteer applications, or in-kind donation receipts.
 - **Donation & Financial Information:** Billing addresses, transaction histories, contribution details, and records of non-cash (in-kind) goods or services donated to the organization. *(Note: All online monetary payments are processed securely through our trusted third-party payment processors. Shining Light Homes does not store or process sensitive credit card numbers or financial account details directly on our servers.)*
 - **Program & Applicant Information:** Data provided by program applicants or participants seeking emergency assistance, referral support, or enrollment in the LifeLine Program.
 - **Automated Website Data:** Non-identifying information such as IP addresses, browser types, device details, and pages visited collected via cookies or web analytics to optimize your experience.
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2. Third-Party Service Providers & Platforms

To operate efficiently and handle financial transactions securely, we partner with specialized third-party service providers. When you make a donation or subscribe to our updates, your information may be processed directly through these services:

A. Payment & Donation Processors

We process donations, recurring contributions, and payments securely through the following platforms:

- **Harness Giving:** Manages online donations and recurring gifts.
- **PayPal, PayPal Giving Fund, & Venmo:** Processes electronic payments, grant distributions, and peer-to-peer online donations.
- **Stripe:** Securely processes credit card, debit card, and web payment transactions.
- **Cash App:** Accepts direct digital peer-to-peer contributions.
- **Meta Pay / Facebook Fundraising:** Processes contributions made directly through "Donate" buttons or fundraisers on our Facebook and Instagram pages.

B. Communication & Email Marketing

- **Harness:** We use Harness to manage our email distribution lists and send newsletters, event invitations, updates, and fundraising appeals. Harness stores contact details (such as your name and email address) and tracks email open and click-through rates to help us measure campaign effectiveness.
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3. How We Use Your Information

We use the information collected to:

- Advance our mission of serving and supporting single mothers and their families to prevent homelessness.
 - Process monetary contributions and non-cash (in-kind) donations, issue official written tax receipts, and maintain donor records.
 - Send newsletters, organizational updates, and fundraising appeals via Harness (you may opt out at any time).
 - Respond to inquiries, assistance applications, or volunteer sign-ups.
 - Ensure website security, functionality, and administrative performance.
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4. Text Messaging & SMS Privacy

Shining Light Homes offers opt-in text messaging services to keep our donors, volunteers, program participants, and community members informed.

A. Types of Messages Sent

When you opt in or provide your phone number to receive text messages from Shining Light Homes, you may receive SMS or MMS notifications regarding:

- **Donation Receipts & Acknowledgments:** Immediate digital confirmation and tax receipts for contributions made to the organization.
- **Thank You Messages:** Expressing gratitude for donor, volunteer, and supporter contributions.

- **Event Reminders:** Reminders, schedules, and logistical updates for upcoming fundraisers, volunteer shifts, or special community events.
- **Campaign Updates:** Notifications regarding campaign progress, urgent program needs, and mission impact stories.
- **Administrative Notifications:** Inquiry follow-ups or program applicant communications.

B. Message Frequency

Message frequency varies. You will receive messages periodically based on your interactions with us, scheduled campaigns, or upcoming events.

C. Rates, Fees, & Standard Disclosures

Message and data rates may apply. Standard carrier charges for receiving text messages or using mobile data may be assessed by your wireless provider according to your individual mobile service plan. Shining Light Homes is not responsible for any mobile fees or carrier charges incurred.

D. How to Opt-Out & Seek Help

- **To Stop Receiving Texts:** You may opt out of our text messaging service at any time. To unsubscribe, reply STOP, END, CANCEL, UNSUBSCRIBE, or QUIT to any text message you receive from us. Upon replying, you will receive a single confirmation text confirming that you have been unsubscribed.
- **To Get Assistance:** If you need support or have questions regarding our text messaging service, reply HELP to any message, or contact us directly at info@shininglighthomes.org or 757-606-1800.

E. Strict Non-Sharing Privacy Guarantee

- **No Mobile Information Sharing:** Mobile information, phone numbers, and SMS opt-in consent will not be shared with, sold to, or rented to third parties or affiliates for marketing or commercial purposes under any circumstances.
- All text messaging data collected is strictly used to communicate with you regarding Shining Light Homes programs and organizational activities.

5. Data Sharing & Safeguards

We do not sell, rent, trade, or share your personal information or donor details with third parties for commercial or marketing purposes.

We share information only under the following conditions:

- **Authorized Service Providers:** With third-party processors (PayPal, Stripe, Harness, Venmo, Cash App, Meta) solely to perform essential organizational services on our behalf under strict confidentiality agreements.
 - **Legal Requirements:** When required by law, regulation, subpoena, or to protect the safety, rights, or property of Shining Light Homes or the public.
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6. Cookies & Tracking Technologies

Our website uses cookies and similar technologies to enhance browsing functionality and analyze site traffic. You can set your browser to decline cookies, though some features of the site may not function properly as a result.

7. Confidentiality of Program Participants

Protecting the safety, dignity, and privacy of the women and children we serve is paramount. Any sensitive personal information shared during LifeLine Program intake, emergency assistance requests, counseling, or referral support is handled with strict confidentiality in accordance with organizational policies and legal guidelines.

8. Media, Photography, and Story Consent Policy

Shining Light Homes is committed to protecting the privacy, dignity, and safety of the families, single mothers, and children we serve across all public and digital platforms:

- **Explicit Consent Required:** We do not publish, share, or display photographs, videos, audio recordings, or identifying personal stories of program applicants, clients, or their children on our website, social media channels, print materials, or fundraising campaigns without prior express, written opt-in consent.
- **Protection of Minors:** Photographs or identifying details of children (under the age of 18) will **never** be posted or shared publicly unless a parent or legal guardian has signed an official **Media Release & Photo Consent Form**.
- **Respecting Privacy & Anonymity:** Program participants may choose to decline photo or story sharing at any time during intake or participation without it affecting their eligibility for services, emergency financial assistance, or enrollment in the LifeLine Program. In cases where stories are shared with permission, names and identifying details may be changed upon request to protect client confidentiality.
- **Right to Revoke Consent:** If you previously signed a media release form and wish to revoke your permission, you may do so at any time by sending a written request to info@shininglighthomes.org. Upon receiving your request, we will promptly remove the photos, videos, or references from our official digital platforms and future print materials.

9. Your Rights & Choices

You have the right to:

- Review, update, or correct your personal contact details.
- Unsubscribe from our email communications at any time by clicking the "Unsubscribe" link at the bottom of any email communication.
- Request to be removed from our active donor or contact databases by contacting us directly.

10. Contact Us

If you have questions, concerns, or requests regarding this Privacy Policy, please contact us at:

- **Organization:** Shining Light Homes
- **Email:** info@shininglighthomes.org
- **Phone:** 757-606-1800
- **Address:** 3300 High Street, Suite 05, Portsmouth, VA 23707
- **Website:** www.shininglighthomes.org