



## **Privacy Policy**

**Last Modified: March 2026**

At Mothers' Milk Bank of North Texas (collectively, "MMBNT," "we", "us", or "our"), we value our customers, employees, and those who interact with us as well as their information, their privacy, and their trust. This Privacy Policy ("Policy") explains how we collect, use, disclose, and safeguard information in connection with our business, breastmilk donation, testing, storage, distribution activities, and community programs. This Policy also applies to information collected online from users of our website, [www.texasmilkbank.org](http://www.texasmilkbank.org), (the "Site") and explains how we collect, use, and protect that information. For the purposes of this Policy, unless otherwise noted, all references to the Site, include email correspondence with MMBNT as facilitated by the Site or the use of MMBNT's online forms on the Site, as well as other electronic messages exchanged between you and the Site, and, as defined below, information that may be automatically collected from you when you are on the Site.

Throughout this Policy, we refer to the term "Personal Information." "Personal Information" means data which identifies, describes, is associated with, or could be linked to an individual, such as a name, birthdate, postal address, email address, telephone number, driver's license number, Social Security Number or other government-issued identification number, credit card number, or other unique identifiers.

Personal Information does not include anonymous or aggregated data that can no longer be used to identify a specific person, even if combined with other data. Also, we may collect information related to businesses, companies, institutions, or other entities rather than individuals ("Business Information"). We do not consider Business Information, such as title, employer's name, work email, work phone number, work address, and other similar business information, to be Personal Information.

### **HIPAA Status Notice:**

MMBNT is not considered a "Covered Entity" under the Health Insurance Portability and Accountability Act of 1996 (HIPAA). However, we may collect, receive, and process health-related information in connection with breastmilk donation and pasteurized donor human milk (PDHM) distribution. We protect such information using safeguards consistent with applicable federal and state laws, industry standards, and contractual obligations.

### **Information We Collect**

We collect information about you in several ways: 1) directly from you; 2) indirectly from you via your use of the Sites; and 3) from third parties.

### Information Collected Directly from You

When you make a purchase through our Site, make a monetary donation, donate breastmilk, receive breastmilk from us, receive lactation support, contact us through our Sites or contact us using our online forms, we will collect certain Personal Information about you so that we may verify your identity, adequately respond to your inquiry, assist you in purchasing products or services, or provide information about our organization.

In connection with donations of breastmilk, we may collect the following information:

- Name
- Date of birth
- Contact information (address, email, phone number)
- Government-issued identification (where required by law)
- Demographic information

In order to ensure the safety of the donor milk in our possession, we may also collect the following health related information from you:

- Medical history and eligibility screening responses
- Laboratory test results
- Donation history and deferral status
- Health-related communications and documentation maintained as part of donor records

All of this information is collected to ensure the safety of our donors and recipients and our compliance with regulatory requirements and operational integrity.

In connection with monetary donations, purchases, or in connection with certain services, we may collect the following limited financial information when necessary:

- Payment card or banking information for processing fees, reimbursements, or donations
- Billing and transaction records
- Insurance or employer information where required for services or reporting

Financial information is processed using secure systems and is used only for authorized operational, accounting, and legal purposes.

In connection with our Site, we collect information from you when you visit our Site, send us questions or communicate with us through the Site, register with us, place an order, fill out a form, or in connection with other activities, services, features, or resources we make available on the Site. We may collect your first and last name, email address and information you may provide us with when you communicate with us through the Site and information found in your resume and cover letter.

The information we collect, and the purpose associated is as follows:

<b><u>Activity</u></b>	<b><u>Information Collected</u></b>
Access to the Site	Internet Protocol (IP) address; browser type and language; Internet Service Provider (ISP), referring and exit websites and applications; pages, links, or information viewed while on the Sites; operating system; date/time stamp of activity; clickstream data; whether you are a first-time or a returning user; links you clicked on while in the Sites; and your flow and navigation path through the Sites.
Information about you, your work history and/or qualifications	First and last name, email address, job titles, country, phone number, resume/CV and information about qualifications and work history entered into the Site.
Communications sent to us through the Site	Name, phone numbers, mailing address, email address, contents of your inquiry.
Purchases made on Site	Name, email address, mailing address, phone number, payment card information (credit card number, billing zip code, card code, etc.).
Monetary Donations	Name, email address, mailing address, phone number, payment card information (credit card number, billing zip code, card code, etc.)
Breastmilk Donations	Name, email address, mailing address, medical history and eligibility screening responses, laboratory test results, donation history and deferral status, health-related communications and documentation maintained as part of donor records.

The personal information we collect from you is used for the purposes listed in the Use of Personal Information section below. But, in short, we use the information you provide us to ensure the safety of donations we receive and products we provide to others, the fulfillment of contracts with you, to respond to your requests for information, in compliance with our legal obligations, to evaluate you in connection with job applications, and/or with your consent.

#### **Information Collected Indirectly from You**

When you visit our Site, we may collect information about your visit and maintain that information in our web server logs, which are records of the activities on our Site. The servers automatically capture and store the information electronically. Examples of the information we may collect include: Internet Protocol (IP) address; browser type and language; Internet Service

Provider (ISP), referring and exit websites and applications; links, materials, and apps viewed while on the Sites; operating system; date/time stamp of activity; clickstream data; whether you are a first-time or a returning user; and your flow and navigation path through the Site. We use this information in a deidentified and aggregated fashion to help us administer the Site, analyze its usage, protect the Site and their content from inappropriate use, and improve your user experience.

### *Cookies*

We use technologies, such as “cookies,” so we can remember certain information about you, remember your preferences, or recognize you when you return to the Site. Cookies also help us compile aggregate data about Site traffic and Site interaction so that we can improve our Site and protect our Site from fraud.

A cookie is a text file that is stored on your computer. As text files, cookies cannot read information on your hard drive, run programs, or deliver viruses to your computer.

Most browsers are set to accept cookies automatically. You can set your browser to decline all cookies automatically or to prompt you for a response each time a cookie is offered. If you decline cookies, you may find that you cannot access all our Site’s features.

During your browsing session, we use “session” cookies to store information and monitor Sites function. These session cookies are installed during your browsing session and are deleted when the browsing session has ended.

For details regarding specific Cookie policies related to the Site including storage policies and how they are stored and monitored by the Site, visit: <https://firespring.com/policies-and-security/privacy/>.

In some parts of our Site and through email messages, you will find a “click-through URL” linked to content on our Site. We track this click-through data to help us determine interest in particular topics and measure the effectiveness of our customer communications. If you prefer not to be tracked in this way, you should not click such links in our email messages.

We also use log files when you visit our Site. Log files track IP addresses, browser type, Internet Service Provider (ISP) identity, referring/exit pages, platform type, data/time stamp, and number of clicks. We utilize this information in our legitimate interest in administering the Site, preventing fraud, tracking Sites navigation in the aggregate, and gathering broad demographic information for aggregate use.

### *Sites Analytics*

We use third-party Site analytics software from third-party providers, specifically, Google Analytics, Clicky, and Pardot in connection with our Site to gather data such as age, gender, and interests to provide advertising targeted to suit your interests and preferences.

You may opt out of the automated collection of information by third-party ad networks for the purpose of delivering advertisements tailored to your interests, by visiting third party pages and using their opt out methods.

This analytics software helps us target our online marketing based on information collected directly from you or by automated means, like cookies. These companies also use automated technologies to collect information when you click on our ads, which helps track and manage the effectiveness of our marketing efforts.

MMBNT utilizes analytics software provided by Google Analytics, Clicky, and Pardot through the Site. This analytics software collects information associated with the Site (like information about your browser, network, and device, web pages visit before and during your view of the Site, and your IP address) that is not used to identify a user. This information helps us better understand how visitors use our Site, detect and defend against fraud and other security risks, and present advertisements, products, and/or services of interest to you.

To view more information about Site analytics, visit <https://firespring.com/policies-and-security/privacy/>

### Information We Collect from Third Parties

We may collect information that others provide about you when you donate breastmilk, receive donor milk, fill out forms, use the Site or obtain information from other sources and combine that with information we collect from you.

- **Third Party Services.** If you link, connect, or login to your account with a third-party social media service (e.g., Facebook, Google, Instagram, Yelp, etc.), the third-party service may send us information such as your registration and profile information from that service. This information varies and is controlled by that service or as authorized by you via your privacy settings at that service.
- **Health-Related Sources.** If you donate breastmilk to us, we may receive information from your treating physicians or medical history about your overall health, medications, laboratory test results, and eligibility screening responses. We may also receive information from other donor programs about your donation history and deferral status. Any and all health-related information received by us is only used for purposes related to breastmilk donation, safety, compliance, and operations and not for advertising or unrelated commercial use.
- **Other Sources.** To the extent permitted by applicable law, we may receive additional information about you, such as demographic data or fraud detection information, from third party service providers and/or partners, and combine it with information we have about you. For example, we may receive fraud warnings from service providers like identity verification services for our fraud prevention and risk assessment efforts. Other examples of such providers include, but are not limited to, backend processing,

fulfillment, and automation, email management, authentication, form processing, Site usage tracking, and database hosting and management.

### Third-Party Use of Cookies and Other Tracking Technologies

Some content or applications, including advertisements, on the Site are served by third parties, including advertisers, ad networks and servers, content providers and application providers. First-party or third-party cookies may be used alone or in conjunction with web beacons or other tracking technologies to collect information about you when you use our Site. A first-party cookie is a cookie set by the domain name that appears in the browser address bar. A third-party cookie is a cookie set by (and on) a domain name that is not the domain name that appears in the browser address bar. It might be set as part of a side resource load (image, JS, iframe, etc., from a different hostname) or an AJAX HTTP request to a third-party server. The information that first-party and third-party cookies collect may be associated with your Personal Information or they may collect information, including Personal Information, about your online activities over time and across different Site and other online services (i.e., tracking such activities). They may use this information to provide you with interest-based (behavioral) advertising or other targeted content. We do not control these third parties' tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly. For more information on how to opt-out of third-party advertiser tracking mechanisms visit <https://firespring.com/policies-and-security/privacy/> and <https://firespring.com/policies-and-security/do-not-sell/>.

### **Children's Information**

Our Site is not directed at children. We do not knowingly collect Personal Information from anyone under the age of 18. If you are a parent or guardian and believe your child has provided us with Personal Information without your consent, please contact us by using the information in the "Contact Us" section, below, and we will take steps to remove such Personal Information from our systems.

### **Use of Personal Information**

We use information that we collect about you or that you provide to us, including any Personal Information, for one or more of the following purposes:

- To present our Site and its contents to you;
- To provide you with information and respond to your questions and/or inquiry, registration and order forms, for products, services or job openings or applications and information on new services, programs, support groups, or upcoming events, and features that we believe will be of interest to you;
- To provide you with customer support;
- To improve and further develop the products and services we offer on the Site;
- To protect and maintain the security and integrity of our Site and our infrastructure;

- To authenticate information you provide to us;
- To determine your donor eligibility and to communicate with you regarding the same;
- To determine and to communicate regarding recipient eligibility;
- To test, label, pasteurize, store, and distribute pasteurized donor human milk;
- To meet regulatory and accreditation requirements;
- As part of quality assurance, audits, and internal operations related to the collection, storage, and distribution of pasteurized donor human milk;
- Date of Birth in de-identified data sets for approved research purposes;
- In connection with any product recalls or safety announcements or communications about distributed pasteurized donor human milk;
- To protect our rights and property or the rights and property of others;
- To detect, prevent and respond to fraud, intellectual property infringement, violations of our Terms of Use, violations of law and any misuse of the Site or our products or services;
- To advise you of job openings;
- To accept applications for job openings;
- To comply with any legal obligations imposed on us;
- To pursue legal remedies available to us, limit our damages, and comply with judicial proceedings, court orders, or lawful requests from governmental authorities and for other legal purposes;
- To process transaction payments, including, but not limited to, product and/or service fees, donations, and payments, refunds and reimbursements for any products or services that you choose to purchase from us;
- To notify you about information regarding or changes to our Site, our policies, terms, or any services we offer or provide;
- To allow you to participate in interactive features on our Site;
- For internal purposes, such as Site and system administration or internal audits and reviews;
- To notify you of data privacy incidents or provide you with legally required information;

- In any other way we may describe and for which we obtain your consent when you provide the information, and you give your consent.

We use log file information to: (a) remember information so that you will not have to re-enter it during your visit or the next time you visit the Site; (b) monitor the effectiveness of our Site and services; (c) monitor aggregate metrics such as total number of visitors, traffic, and demographic patterns; (d) diagnose or fix technology problems reported by our users or engineers that are associated with certain IP addresses; and, (e) help you efficiently access your information after you sign in. We may use the information we have collected from you to enable us to display advertisements to our advertisers' target audiences. Even though we do not disclose your Personal Information for these purposes without your consent, if you click on or otherwise interact with an advertisement, the advertiser may assume that you meet its target criteria.

We only use your Personal Information for the original purposes it was given and to further our legitimate interests, such as to enroll members in our services, provide information about our organization and services, and to communicate with Site visitors. Personal Information is used also to provide you with a more enjoyable, convenient online experience. We may use your Personal Information to send you requested information, to personalize content for you, to compile, analyze, and better understand user data, demographics and behavior, and to detect, investigate, and prevent activities that may violate our policies or be illegal. We may also use your Personal Information to communicate with you about events, products and services we believe you might find of interest and to administer marketing materials and surveys in which you might participate.

We also use the information automatically collected about you during your use of the Site, as described above, to improve the effectiveness of our Site, operations, mobile experience, or marketing efforts, to prevent against fraud and theft, and otherwise to protect our Site's visitors and our organization.

Our employees and agents may view your Personal Information to perform their jobs and address your needs. We authorize their access to your Personal Information on a need-to-know basis to provide you with information or services, or for one of the other reasons listed in this section, and always in connection with a contractual obligation to protect the privacy of that information.

### **Disclosure of Your Information**

We will not sell, rent, or lease any information we collect from you to others. We will not make your Personal Information available to any unaffiliated parties, except as follows:

- To employees, contractors, agents, Site vendors, and/or contractors who may use it on our behalf or in connection with their relationship with us in connection with the performance of services like data hosting, databased management, information technology support, billing, and payment processing on our behalf;
- To regulatory authorities and public health agencies as required by law;
- To accreditation organizations and auditors in connection with the accreditation of our facilities;

- With the exception of health-related information, to our affiliates, service providers, and third-parties identified herein [e.g., analytics, vendor partners] for marketing purposes, building targeted ad campaigns, and providing you information about us or our services.
- To others, including law enforcement, if we believe such release is reasonably necessary to comply with law or legal process; enforce or apply the applicable MMBNT terms of use, if reasonably necessary to protect our operations, members, or users; detect, prevent or otherwise address fraud, security, or technical issues; protect the rights, property, or safety of others; in a matter of public safety or Policy; or as needed in connection with the transfer of our assets. In the event of an insolvency, bankruptcy, or receivership, your Personal Information may also be transferred as a business asset.

In addition, we may share aggregate, non-individual information, incapable of identifying a person, with third parties for lawful purposes. We will not disclose any of your Personal Information except when we have your permission or under special circumstances, such as when we believe in good faith that the law requires it or under circumstances described in this Policy.

### **Access and Consent to Use of Your Personal Information**

If you believe that the Personal Information that we have collected about you is incomplete, inaccurate, or not up to date, or if you would like to review and/or request changes or deletion of that information, please see the contact information in the “Contact Us” section.

If you do not consent or want to withdraw your consent for us to collect, use, or disclose your Personal Information as described in this Policy, please use the contact information provided in the “Contact Us” section. In your request, please identify the Personal Information at issue and the collection, use, or disclosure you wish to stop.

Denying or withdrawing consent may not allow us to provide you with some or all the products, services, or information you request.

You may opt-out of receiving marketing-related emails, targeted advertising Messages, or promotional offers from MMBNT by clicking the "unsubscribe" link at the bottom of any email you receive from us or emailing us at [info@texasmilkbank.org](mailto:info@texasmilkbank.org).

If you opt-out from receiving marketing emails or text Messages, we may still need to send you communications about your account, donation, job application, and other matters. If you agreed to receive future marketing communications directly from a third party through our Site, you will need to contact that party to opt-out of such communications. This process may be outlined on that party's privacy policy. We do not control third parties' collection or use of your information to serve interest-based advertising. However, these third parties may provide you with ways to choose not to have your information collected or used in this way. You can opt out of receiving targeted ads from members of the Network Advertising Initiative (“NAI”) on the [NAI's Sites](#).

### **Texas Specific Requirements**

If you are a Texas resident, you may, upon request, have certain rights with respect to your Personal Information, including the following rights:

1. The right to have confirmed that we are processing your Personal Information and to access the same;
2. The right to correct inaccuracies in your Personal Information, taking into account the nature of the Personal Information and the purposes of the processing of your Personal Information;
3. The right to delete Personal Information provided by or obtained about you;
4. The right, if available in a digital format, to obtain a copy of your Personal Information that you previously provided to us in a portable and, to the extent technically feasible, readily usable format that allows you to transmit the data to another entity without hindrance; and
5. The right to opt out of the processing of your Personal Information for the purposes of:
  - a. Targeted advertising;
  - b. The sale of Personal Information; or
  - c. Profiling in furtherance of a decision that produces a legal or similarly significant effect concerning you.

MMBNT will respond to any of the above requests within forty-five days. MMBNT may extend this deadline once by an additional forty-five days when reasonably necessary, taking into account the complexity and number of your requests, so long as we inform you of the extension within the initial forty-five-day response period along with the reasons for the extension.

If MMBNT declines to take action regarding your request, MMBNT shall inform you within the deadlines discussed above, along with the justification for that decision. Should you choose to, you may appeal the decision not to take action (or to take limited action) by submitting an appeal within fourteen days of receipt of MMBNT's initial response.

MMBNT shall inform you in writing of any action taken or not taken, in response to the appeal, including a written explanation of the reasons for the decisions within sixty (60) days of receipt of your appeal. If unsatisfied, you may file a complaint with the Texas Attorney General at [File a Consumer Complaint | Office of the Attorney General \(texasattorneygeneral.gov\)](#).

### **Security of your Personal Information**

We implement a variety of security measures to help protect your personal information from unauthorized access, disclosure, alteration and destruction, which include holding your personal information on a secured network with limited access. This information is required by MMBNT to be kept confidential. Although we use our best efforts to ensure the security and confidentiality of your personal information, unfortunately, no data transmission can be guaranteed to be 100% secure. Thus, we cannot guarantee or warrant the security of any information you transmit to us and you do so at your own risk. You should only access our Sites within a secure environment and you remain solely responsible for the security of your computer at all times.

To prevent unauthorized access, maintain data accuracy, and ensure the correct use of information, we maintain appropriate physical, electronic, and managerial procedures to safeguard and secure the information and data stored on our system. MMBNT uses SSL Protocol and SSL Encryption for this purpose.

When personal information is transmitted by MMNBT to or from the Site, it is protected through the use of encryption, such as the Secure Sockets Layer (SSL) protocol. While no computer system is completely secure, we believe the measures we have implemented reduce the likelihood of security problems to a level appropriate to the type of data involved.

### **Links to Other Websites**

Our Site may contain links to, or advertisements about, non-MMBNT apps or websites. Other apps or websites may also reference, advertise, or link to the MMBNT Site. You may be able to post content to third-party Social Networking apps on which we maintain a presence. If you choose to do this, we will provide information to the Social Networking app(s), and receive information from them, in accordance with your elections. You acknowledge and agree that you are solely responsible for your use of those apps and that it is your responsibility to review the applicable terms of use and privacy policies. We are not responsible for the availability, accuracy, content, products or services of third-party Social Networking apps.

While you are using the Site, you may be linked or directed to other third-party apps or websites that are beyond our control. These third-party apps or websites may have privacy policies and terms of use which differ from ours. Please carefully review these policies. We are not responsible for any actions or policies of such third parties.

### **Retention and Accuracy of Personal Information**

We do our best to ensure that the Personal Information we hold, and use is accurate. We rely on the individuals we do business with to disclose to us all relevant information and to inform us of any changes. We keep your information for as long as necessary to fulfill the purposes outlined in this Privacy Policy, unless otherwise required by law. We will only keep your personal information for as long as it is necessary for the purposes set out in this privacy notice, unless a longer retention period is required or permitted by law (pursuant to federal and state regulations per the requirements of our accreditation and quality standards or pursuant to operational, legal, and safety needs).

When we have no legitimate business need to process your Personal Information, we will either delete or anonymize it, or, if this is not possible (for example, because your Personal Information has been stored in backup archives), then we will securely store your personal information and isolate it from any further processing until deletion is possible.

### **Data Transfer**

We may maintain your Personal Information on computers and servers located outside of your state of residence, country, or economic region.

We may arrange for your Personal Information to be passed on to one or more order processors (e.g. providers, web service providers, newsletter distribution providers), responsible sales offices, sales representatives or partner companies, as identified herein who will also use your Personal Information exclusively for the purposes stated herein. Any further transfer of your Personal Information to third parties will only take place with your consent, unless there is a legal obligation to do so or in order to protect the rights, property and safety of MMBNT or those with whom we work or provide products. Insofar as external service providers come into contact with your Personal Information, we require mandatory legal, technical and organizational measures to comply with data protection regulations.

### **Changes to the Policy**

From time to time, we may change this Policy and will notify you of material changes by posting the changed or modified Policy on our Site or through updated privacy notices. Any changes will be effective immediately upon the posting of the revised Policy unless otherwise specified.

### **A Note to Parents Regarding the Children’s Online Privacy Protection Act:**

Our Site is a general audience Site that is neither designed nor intended to collect Personal Information from children. MMBNT cares about the safety and privacy of children online and complies with the Children’s Online Privacy Protection Act of 1998 (COPPA). COPPA and its accompanying FTC regulations are established United States federal law that protect the privacy of children using the Internet. Children under the age of 18 should not send us any personal data, including your email. If you are under the age of 18 and would like to contact us, please ask your parent or legal guardian to contact MMBNT on your behalf. We ask that parents supervise their children while online.

In the case that MMBNT becomes aware we have received Personal Information pertaining to persons under 18, we will promptly attempt to obtain parental consent or delete the Personal Information from our servers. If you want to notify us of our potential receipt of information by children under 13, please contact us as specified below.

### **Questions and Contact Information**

For any questions or concerns you may have regarding this Privacy Policy and our information and data collection and use practices, please contact us at:

VIA MAIL: Mothers’ Milk Bank of North Texas  
7617 Benbrook Pkwy  
Benbrook, TX 76126  
United States

VIA EMAIL: [info@texasmilkbank.org]

You may also request, at any time, that we review, change or delete your Personal Information or your preferences to receive any emails, products or services from us. To do so, please send us a written request as set forth above.