



## Privacy Policy for Jeel Sustainable Development

**Last updated:** [November,2024]

At **Jeel Sustainable Development** we are committed to protecting your privacy. This Privacy Policy explains how we collect, use, and safeguard your personal data when you visit our website, interact with our services, or engage with our programs.

By accessing or using our website at [insert your website URL], you agree to the collection and use of information in accordance with this policy.

### 1. Types of Personal Data We Collect

We collect different types of personal data depending on how you interact with us, including but not limited to:

- **Contact Information:** Name, email address, phone number, city, country, and organization (if applicable).
- **Donor Information:** Information provided when making a donation (e.g., donation amount, payment method).
- **Usage Data:** Information about how you use our Website, including IP address, browser type, device information, page visits, and duration of visits.
- **Survey Responses:** Data collected from surveys and feedback forms that you may voluntarily provide.

### 2. How We Use Your Personal Data

Jeel uses your personal data for various purposes, which include but are not limited to:

- **To Provide Services:** Processing donations, responding to inquiries, and delivering the programs and services you request.
- **To Communicate with You:** Sending newsletters, program updates, and other relevant information regarding our projects and campaigns.
- **To Improve Our Services:** Analyzing data to improve the performance of our website, content, and user experience.

- **For Marketing and Advocacy:** Tailoring communications to promote Jeel's programs and initiatives that may be of interest to you.
- **To Comply with Legal Requirements:** Ensuring compliance with relevant laws and regulations.

### 3. Third-Party Services We Use

To achieve the purposes mentioned above, we use third-party services, some of which may collect or process personal data on our behalf. Below are the third-party services used by Jeel:

#### Advertising and Marketing

- **Google Ads, Google Ad Manager, Google Analytics:** We use these services to measure traffic, analyze website usage, and deliver targeted advertisements. These services may collect **Usage Data, Trackers, and unique device identifiers** for advertising purposes.
- **Meta Ads (Facebook and Instagram):** We use Meta's advertising tools to display ads and track their performance. Meta collects **Trackers, email addresses, and Usage Data** for remarketing and audience targeting.
- **Google Remarketing and Facebook Remarketing:** We use these tools to target users with relevant ads based on their previous visits to our Website.

#### Analytics

- **Google Analytics:** We use Google Analytics to track and analyze how users interact with our Website, including **browser information, device information, and session statistics**. This helps us understand trends, monitor site performance, and optimize user experience.
- **FullStory:** A service that allows us to analyze user interactions on our website to identify areas for improvement.

#### Contacting Users and User Interaction

- **Contact Forms:** When you reach out to us via our contact form, we collect information such as **name, email address, phone number, message content**, and any other relevant details to assist you with your inquiry or request.
- **Mailing List and Newsletter:** If you subscribe to our mailing list, we collect **email addresses, names, and preferences** for sending regular updates about Jeel's activities and initiatives.

#### Content and External Services

- **Google Fonts:** We use Google Fonts to improve the design and accessibility of our website. This service collects **Usage Data** and may set cookies on your device.
- **Wistia (Video Content):** If we embed videos on our site, Wistia collects **Usage Data and Trackers** related to video interactions.

#### 4. How We Protect Your Data

Jeel takes the security of your personal data seriously and implements reasonable administrative, technical, and physical safeguards to protect it from unauthorized access, alteration, or destruction.

While we strive to use commercially acceptable means to protect your personal data, please be aware that no method of transmission over the internet or method of electronic storage is 100% secure.

#### 5. Data Retention

We retain your personal data only as long as necessary for the purposes outlined in this Privacy Policy or as required by law. For example, donor information may be retained for accounting and legal purposes, while contact information may be retained until you request that it be removed.

#### 6. Your Rights Regarding Personal Data

As a user of our Website, you have the following rights regarding your personal data:

- **Right to Access:** You can request a copy of the personal data we hold about you.
- **Right to Rectification:** You can request corrections to inaccurate or incomplete personal data.
- **Right to Erasure:** You can request that we delete your personal data, subject to certain conditions (e.g., if we need to retain it for legal reasons).
- **Right to Object:** You can object to the processing of your personal data, particularly for direct marketing purposes.
- **Right to Data Portability:** You can request a copy of your data in a commonly used format for transfer to another organization.

To exercise any of these rights, please contact us at [insert contact email]. We will respond to your request within a reasonable timeframe.

#### 7. Cookies and Tracking Technologies

We use cookies and other tracking technologies (collectively, "Trackers") to improve user experience, analyze usage, and deliver targeted content. For more information, please refer to our **[Cookies Policy]**.

## **8. Sharing Your Data**

Jeel does not sell or rent your personal data to third parties. However, we may share your data with third-party service providers who assist us with our operations, including payment processors, email marketing services, and analytics providers. These third parties are obligated to keep your data secure and only use it for the purposes specified by Jeel.

We may also disclose your personal data if required by law or to protect our rights, property, or safety.

## **9. International Data Transfers**

As Jeel operates globally, your personal data may be transferred to, and maintained on, servers located outside your country of residence, where data protection laws may differ. By using our services, you consent to such transfers.

## **10. Changes to This Privacy Policy**

We may update this Privacy Policy from time to time. Any changes will be posted on this page, with an updated "Last Updated" date. We encourage you to review this Privacy Policy periodically for any changes.

## **11. Contact Us**

If you have any questions or concerns about this Privacy Policy or how we handle your personal data, please contact us at:

### **Jeel Sustainable Development**

Lebanon, Saida, Riad Soloh Str.

Email: [info@jeelsd.org](mailto:info@jeelsd.org)

**Note:** This Privacy Policy is designed to be a template and should be reviewed and customized based on the specific legal requirements and services provided by Jeel. Be sure to consult with a legal expert or data protection officer to ensure full compliance with relevant laws, including the GDPR (General Data Protection Regulation) or other data privacy laws that may apply in your jurisdiction.