

Privacy Policy for the Massachusetts Charter Public School Association (MCPSA)

Last Updated September 29, 2025

1. MCPSA's Commitment to Privacy

The Massachusetts Charter Public School Association (MCPSA) is committed to protecting the privacy and security of MCPSA's visitors, members, and supporters. This Privacy Policy describes the types of information collected from you when you visit the website, <https://masscharterschools.org/>, ("the Site") how MCPSA uses that information, and the choices you have regarding the use of your information.

By using this Site, you agree to the collection and use of information in accordance with this policy.

2. Information We Collect

MCPSA collects information in two primary ways:

A. Information You Voluntarily Provide to MCPSA:

This is personally identifiable information that you knowingly provide to MCPSA when you interact with this Site. This includes:

- **Contact Information:** Your name, email address, mailing address, and phone number when you sign up for the MCPSA newsletter, contact MCPSA through a form, or register for an event.
- **Registration Information:** Information provided when you register for MCPSA events, webinars, or conferences, which may include your job title and school or organization affiliation.
- **Donation Information:** When you make a donation, MCPSA collects your contact information. Financial payment details (like credit card numbers) are processed securely by a third-party payment processors (e.g., Network for Good, PayPal) and are not stored on MCPSA servers.
- **Advocacy Information:** Information you provide when participating in an advocacy campaign, such as signing a petition or contacting an elected official through MCPSA's platform.

B. Information MCPSA Collects Automatically:

This is non-personally identifiable information that is collected automatically as you navigate the Site. This includes:

- **Log Data:** Your Internet Protocol (IP) address, browser type and version, operating system, the pages you visit on our Site, the time and date of your visit, and the time spent on those pages.
- **Cookies and Tracking Technologies:** MCPSA uses "cookies" to enhance your experience. Cookies are small files stored on your device that help MCPSA understand user behavior, remember your preferences, and improve the Site's functionality. You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some portions of the Site.

3. How MCPSA Uses Your Information

MCPSA uses the information collected for the following purposes:

- **To Communicate With You:** To send you newsletters, advocacy alerts, event information, and other updates you have requested.
- **To Provide Services:** To process your donations, register you for events, and respond to your inquiries.
- **To Improve the Site:** To analyze usage trends and user engagement to understand what content is most effective and how to improve the user experience.
- **To Support MCPSA's Mission:** To conduct advocacy, research, and educational programs.

4. How MCPSA Shares Your Information

Your privacy is paramount. MCPSA does not sell, rent, or lease your personal information to third parties. MCPSA only shares your information in the following limited circumstances:

- **With Trusted Service Providers:** MCPSA shares information with third-party vendors who perform services on MCPSA's behalf, such as email distribution, payment processing, website hosting, and database management. These vendors are contractually obligated to keep your information confidential and are prohibited from using it for any purpose other than to provide the service requested.

- **For Legal Reasons:** MCPSA may disclose your information if required to do so by law or in the good faith belief that such action is necessary to comply with a legal obligation, protect the rights or property of MCPSA, or protect the personal safety of MCPSA users, members, or the public.
- **For Advocacy Actions:** If you participate in an advocacy campaign (e.g., sending a letter to a legislator through our platform), the information required by that action (such as your name and address) may be shared with the intended recipient (e.g., the legislator's office).

MCPSA makes no promises or assurances related to the data and/or privacy practices of websites linked on the Site.

5. Data Security

MCPSA maintains a Written Information Security Program (WISP) in compliance with 201 CMR 17.00, designed to protect the personal information of Massachusetts residents. This includes encryption of personal information transmitted over public networks and stored on portable devices, access controls, and ongoing employee training.

MCPSA implements reasonable administrative, technical, and physical security measures to protect your personal information from unauthorized access, use, or disclosure. MCPSA uses technologies like Secure Sockets Layer (SSL) to encrypt sensitive data during transmission. However, please be aware that no method of transmission over the Internet or method of electronic storage is 100% secure.

6. Your Choices and Control

MCPSA will honor all opt-out requests within 10 business days, consistent with the CAN-SPAM Act, and will not charge fees or require additional information to process an opt-out request.

You have control over your personal information.

- **Opt-Out of Communications:** You may opt-out of receiving future promotional emails from MCPSA at any time by clicking the "unsubscribe" link included at the bottom of every email.
- **Cookies:** You can manage or disable cookies through your internet browser's settings.
- **Access and Correction:** You may contact MCPSA at any time to review, update, or request the deletion of the personal information MCPSA has about you.

7. Third-Party Links

The Site may contain links to other websites that are not operated by MCPSA. If you click on a third-party link, you will be directed to that third party's site. MCPSA has no control over and assumes no responsibility for the content, data, or privacy practices of any third-party sites. You should review the privacy policy of every site you visit.

8. Children's Privacy

The Site is not intended for individuals under the age of 13. MCPSA does not knowingly collect personally identifiable information from children under 13, in compliance with the Children's Online Privacy Protection Act (COPPA). If MCPSA collected personal information from a child under age 13 without verifiable parental consent, MCPSA will delete that information promptly. Parents may contact us at info@masscharterschools.org to review, delete, or restrict further collection.

9. Changes to This Privacy Policy

MCPSA may update the Privacy Policy from time to time and will notify you of any changes by posting the new Privacy Policy on this page and updating the "Last Updated" date at the top. You are advised to review this Privacy Policy periodically for any changes.

10. Contact Us

If you have any questions about this Privacy Policy, please contact us:

Massachusetts Charter Public School Association (MCPSA)

43 Broad St, Suite C401

Hudson MA 01749

(978) 212-5507

info@masscharterschools.org