

# Cape Fear Habitat for Humanity ReStore

## Privacy Policy & Terms and Conditions

### Introduction

Cape Fear Habitat for Humanity ReStore ("we," "our," or "CFH ReStore") is committed to protecting your privacy. This updated Privacy Policy explains how we collect, use, and protect your information specifically in relation to **email communications** and **SMS text messaging**.

By participating in ReStore Rewards or using our appointment scheduling services, you agree to the practices described in this policy.

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### 1. Information We Collect

We may collect the following types of information:

#### Personal Identification Information

- Name
- Email address
- Phone number
- Date of birth (if provided)

#### Account & Transactional Information

- Loyalty Program ID
- Membership status
- Purchase history

#### Communication & Preference Information

- Email subscription preferences for marketing and/or scheduling purposes
- SMS preferences for scheduling and/or customer care purposes
- Opt-in status for promotional and transactional messaging via email or SMS

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### 2. How We Use Your Information

Your information is used to support and enhance your experience as a CFH ReStore Customer and Donor.

#### Email Communications

We use your email address to:

- Send ReStore Rewards updates, point balances, and promotions
- Deliver donation receipts or purchase updates (when applicable)
- Communicate policy updates or program changes
- Provide customer service responses

#### SMS Text Messaging for Appointment Scheduling

If you opt in to SMS appointment messaging, we may use your mobile number to:

- Confirm scheduled donation or pick-up appointments
- Send reminders and updates related to your appointment
- Communicate time-sensitive changes (delays, cancellations, instructions)

<b>Administrative Office</b> 3310 Fredrickson Road Wilmington, NC 28401 910-762-4744	<b>Ogden ReStore</b> 7330 Market Street Wilmington, NC 28411 910-686-9842	<b>Monkey Junction ReStore</b> 6138 Carolina Beach Road Wilmington, NC 28412 910-660-4400
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**SMS Messaging Notes:**

By agreeing to receive reminders, updates, and support messages from CFH ReStore, you understand that:

- Message frequency varies based on appointment activity
- Message and data rates may apply, depending on your mobile carrier
- You may opt out at any time by replying **STOP**

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### 3. How We Share Your Information

Your information will *not* be shared with third parties/affiliates for marketing or promotional purposes. We do *not* sell your personal information. We may share information only under the following conditions:

**Service Providers**

We may share information with third-party vendors that assist with:

- Email distribution and communications

These partners are required to maintain the confidentiality and security of your data.

**Legal Compliance**

We may disclose your information:

- To comply with legal obligations
- In response to lawful requests by public authorities

**Business Transfers**

In the event of a merger, acquisition, or restructuring, your information may be transferred along with organizational assets.

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### 4. Your Choices and Rights

You have the right to manage your communication preferences and personal information at any time.

**Email Preferences**

You can:

- Unsubscribe from promotional emails via the link included in each email
- Request updates or corrections to your information by contacting us

**SMS Text Messaging Preferences**

You can:

- Opt out of SMS texts by replying **STOP** to any message
- Request re-enrollment by contacting us directly

**Data Access, Updates, or Deletion**

You may request:

- A copy of the personal data we hold
- Updates or corrections
- Deletion of your information (subject to legal or operational requirements)

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### 5. Data Retention

We retain your personal information only as long as necessary.

- **Minimum Retention Period:** 3 years from your last interaction or purchase

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- **Purging Process:** After the retention period, inactive accounts may be deleted from active systems

You may inquire about data retention by contacting us at [ReStore@capefearhabitat.org](mailto:ReStore@capefearhabitat.org).

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## 6. Data Security

We take reasonable administrative, technical, and physical measures to safeguard your data. While we strive to protect your information, no electronic transmission is 100% secure.

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## 7. Changes to This Policy

We may update this Privacy Policy periodically. Significant changes will be communicated through:

- Email notifications
- Posting updates on our website

Continued participation in the program indicates acceptance of the updated policy.

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## 8. Contact Us

If you have questions or concerns about this Privacy Policy or communication practices, please contact us:

- **Email:** [ReStore@capefearhabitat.org](mailto:ReStore@capefearhabitat.org)
- **Phone:** 910-762-4744
- **Mailing Address:** 3310 Fredrickson Road, Wilmington, NC 28401

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## Effective Date

This updated policy is effective as of **January 28, 2026**.

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