

## **YMCA Privacy Policy**

**Last Updated: March 2026**

The Geneva Lakes Family YMCA (“YMCA,” “we,” “us,” or “our”) is committed to protecting the privacy of our members, participants, donors, and website/app users. This Privacy Policy explains what personal information we collect, how we collect it, how we use it, and how it is shared. It also includes a dedicated SMS Communications Terms & Conditions section as required.

### **1. Information We Collect**

#### **A. Information You Provide Directly**

- Name
- Address
- Email address
- Phone number
- Date of birth
- Emergency contacts
- Membership information
- Program registrations
- Payment information (processed securely through PCI-compliant vendors)
- Forms, inquiries, waivers, or surveys you complete

#### **B. Automatically Collected Information**

- IP address
- Device type and browser
- Cookies and usage data when accessing YMCA websites or digital services

#### **C. Information Collected for SMS (Text Messaging)**

- Mobile phone number
- Time/date of messages sent/received
- Limited delivery/interaction data (e.g., whether a message was delivered)

Important: SMS message content and phone numbers are not sold or shared with third parties or affiliates for marketing purposes.

## **2. How We Collect Information**

- During membership enrollment or program registration
- In-person at YMCA facilities
- Online through our website or mobile forms
- Through event or program sign-up sheets
- When you opt in to receive SMS/text messages
- Through cookies and analytics tools on our website

## **3. How We Use Information**

- Managing memberships and program registrations
- Providing services and responding to inquiries
- Processing payments and donations
- Sending important facility, program, or safety updates
- Sending optional SMS/text notifications (only if you opt in)
- Improving YMCA operations, programming, and website performance
- Meeting legal or regulatory requirements

## **4. How Information Is Shared**

We do not sell your personal information. We may share information only in the following limited circumstances:

- Service Providers that support YMCA operations (e.g., payment processors, secure communication platforms)
- Regulatory or Legal Requirements if mandated by law
- Emergency Situations to protect the safety of members and staff

SMS phone numbers and SMS message content are never shared or sold to third parties or affiliates. They are used solely for YMCA-authorized communications.

## **5. SMS Communications Terms & Conditions**

### **A. Consent**

By providing your mobile number and opting in, you agree to receive text messages related to program reminders, membership updates, event information, facility closures or emergencies, and other YMCA-related communications.

### **B. Opt-Out**

To stop receiving SMS messages at any time, reply STOP.

### **C. Help**

For assistance, reply HELP.

### **D. Message Frequency**

Messaging frequency may vary depending on program involvement and YMCA operational needs.

### **E. Rates**

Message and data rates may apply based on your mobile carrier plan.

### **F. Privacy**

Your phone number and SMS message content are not shared with third parties or affiliates, and are used only for YMCA communications.

### **G. Complete Policy**

For full details, please visit our [Privacy Policy](#) and [Terms & Conditions](#) page.

## **6. Updates to This Policy**

We may update this policy periodically. Changes will be posted on our website with an updated effective date.

## **7. Contact Information**

Geneva Lakes Family YMCA  
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