

PURPLE CACTUS

Privacy Policy

Effective Date: October 16, 2026

Last Updated: October 16, 2026

1. Introduction

Purple Cactus (“Purple Cactus,” “we,” “us,” or “our”) is a 501(c)(3) nonprofit organization that funds programs, research, and services for survivors of domestic violence. This Privacy Policy explains what information we collect through our website, purplecactus.org (the “Website”), how we use it, who we share it with, and the choices you have.

By using the Website, you agree to this Privacy Policy. If you do not agree, please do not use the Website.

2. Survivor Privacy and Safety

The Website is not a service for survivors and is not designed to collect personal information from survivors or people seeking services. Purple Cactus is a grantmaking organization, and the information we collect comes primarily from foundations, organizations, donors, and others who contact us or apply for funding.

Please do not include sensitive personal information about yourself or anyone else, such as details of abuse, medical or legal information, or Social Security numbers, in the contact form, a grant application, or an email to us.

The Website is not a crisis service. If you are in immediate danger, call 911. For free, confidential support at any time, you can contact the National Domestic Violence Hotline at 1-800-799-SAFE (7233), text START to 88788, or chat at thehotline.org. People who are deaf or hard of hearing can use the video phone line at 855.812.1001.

3. Information We Collect

Information you provide to us

- **Contact form.** Your name, email address, agency name, phone number (optional), subject, and message.
- **Grant applications.** Information about your organization, the contact person, and the project or program for which you are requesting funding. The application may ask whether certain supporting documents, such as financial documents, are available. We may request those documents from you later if needed to evaluate or administer a grant.
- **Email.** If you email us, we receive your email address and the contents of your message.
- **Donations.** Donations are processed by PayPal, a third party. When you select Donate, you leave our Website and provide your payment information directly to PayPal, subject

to PayPal's own terms and privacy policy. We do not collect or store your full payment card or bank account number on the Website. Depending on how you give, PayPal may provide us with information about your gift, such as your name, contact information, the amount and date of the donation, and any cause you designated.

Information collected automatically

We do not currently use analytics, advertising, or tracking tools on the Website. Our hosting provider, GoDaddy, may automatically collect limited technical information, such as IP address, browser type, device type, pages requested, and the date and time of visits, in order to operate and secure the Website. The Website may also use cookies or similar technologies that are strictly necessary for it to function.

Social media

Our Connect page links to our profiles on Instagram, Facebook, X, TikTok, LinkedIn, and YouTube. Those platforms are operated by third parties, and they may collect information when you visit them or interact with our content. We do not control those platforms, and we encourage you to review their privacy policies.

4. How We Use Information

We use the information we collect to:

- Respond to your questions, requests, and messages.
- Review, award, and administer grants.
- Process and acknowledge donations, issue receipts, and keep the records that tax and accounting laws require.
- Communicate with donors, grantees, applicants, and partners about their gifts, applications, and our work together.
- Operate, maintain, and secure the Website.
- Comply with legal obligations and protect our rights, our operations, and the safety of others.

5. How We Share Information

We do not sell, rent, or trade your personal information, including donor and contact lists. We share information only in these limited circumstances:

- **Service providers.** With companies that help us operate, such as PayPal for donations and GoDaddy for website hosting. They may use the information only to provide their services to us or as described in their own policies.
- **Within Purple Cactus.** With our directors, officers, and authorized personnel who need the information to carry out their responsibilities.

- **Legal and safety reasons.** When we believe disclosure is required by law, subpoena, or other legal process, or is necessary to protect the rights, property, or safety of Purple Cactus, our grantees, or others.
- **With your consent.** When you ask us or authorize us to share your information.

We may publicly share overviews of the grants we award and the projects we fund. We do not publish personal information about survivors.

6. Cookies, Analytics, and Do Not Track

As described above, we do not currently use analytics or advertising trackers on the Website. The Website does not currently respond to “Do Not Track” browser signals. If we add analytics or other tracking tools in the future, we will update this Privacy Policy before or when we do so.

7. Third-Party Links and Services

The Website contains links to third-party sites and services, including PayPal and the social media platforms listed above. We are not responsible for the privacy practices or content of those third parties. Please read their privacy policies before providing them with information.

8. Data Retention

We keep personal information only as long as reasonably necessary for the purposes described in this Privacy Policy, including to evaluate and administer grants, maintain donation records for tax and accounting purposes, comply with legal obligations, and resolve disputes, consistent with our document retention policy. When information is no longer needed, we delete or de-identify it.

9. Security

We use reasonable administrative, technical, and physical safeguards to protect the information we hold. However, no method of transmitting or storing information over the internet is completely secure, and we cannot guarantee absolute security. Please do not send us sensitive personal information.

10. Children’s Privacy

The Website is available to the general public but is not directed to children under 13, and we do not knowingly collect personal information from children under 13. If you believe a child under 13 has provided personal information to us, please contact us at admin@purplecactus.org and we will delete it.

11. Your Choices and Rights

You may contact us to request access to, correction of, or deletion of the personal information we hold about you, or to ask us to stop contacting you. We may need to verify your identity before acting on a request, and we may keep certain information when the law requires it, such

as donation records for tax purposes. Depending on where you live, you may have additional rights under applicable state law, and we will honor requests as that law requires.

12. Where We Operate

Purple Cactus is based in the United States and operates the Website from the United States. If you access the Website from another country, your information may be processed in the United States.

13. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. When we do, we will post the updated version on the Website and change the “Last Updated” date at the top. Your continued use of the Website after an update means you accept the updated Privacy Policy.

14. Contact Us

If you have questions about this Privacy Policy or want to make a request about your information, please contact us:

Purple Cactus

Email: admin@purplecactus.org

Website: purplecactus.org