



Priest Lake Community Baptist Church
3325 Anderson Road, Antioch, TN 37013
www.priestlakechurch.org 615.366.1423

PRIVACY POLICY

Introduction

Welcome to <https://www.priestlakechurch.org/>. This site is owned and operated by Priest Lake Community Baptist Church, also known as PLC ("PLC," "we," or "us"). This Privacy Policy explains how we collect, use, share, and protect information through our website, email, text messaging, online forms, giving platforms, and other electronic services, collectively referred to as the "Site," and in church records maintained in the systems described below.

This policy governs our handling of information received through our service providers. It does not govern the independent practices of third-party websites or services, including those linked from the Site; those providers have their own privacy policies.

We understand that your data is important to you and that you care about how your information is collected and used. We have compiled the information below to explain how we gather, use, and store your information. Please read through this policy carefully. Use of the Site alone does not constitute consent to receive text messages. SMS consent is addressed separately below.

This Privacy Policy is organized into the following sections:

1. Information we collect
2. How we collect your information
3. How we use your information
4. How we share your information
5. SMS and text messaging terms
6. How we protect your information
7. Children and youth
8. Correcting or updating your information
9. California residents and other privacy requests
10. Updates to this policy
11. Contact information

Information We Collect

Defining Personally Identifiable Information

Personally identifiable information is any information collected by us or provided by you that with reasonable efforts could be used to identify you. Personally identifiable information includes the information you give to us directly, the information we automatically collect, and when applicable, information supplied to us by third parties.

Specifically, we may collect the following types of information:

- information that directly identifies you such as your name, age, postal address, email address, and phone number, including your mobile number;
- giving, donation, order, and billing information, such as transaction amounts, dates, payment status, payment information submitted through our payment providers, and billing address;
- information you share in any public areas of the Site that we make available through photographs, comments, uploads, feedback, reviews, testimonials, and original content;
- information regarding your requests for appointments, services, or assistance;
- ministry and relationship information, communication records, and information you voluntarily provide through forms and interactions, including information maintained in GROW;
- text-message content and records of SMS consent, including the number, date, method, and scope of consent and opt-out requests; and
- technical and usage information, such as device and browser information, pages viewed, interactions, cookie identifiers, and approximate location derived from an IP address.

The Site does not request precise device location through GPS. Analytics services may derive an approximate location from an IP address.

How We Collect Your Information

We collect information directly from you, automatically through the Site and analytics tools, and through the service providers described below.

Information Directly From You

As you use the Site, information we collect directly from you includes information provided in response to our direct request for your name, age, postal address, email address, and phone number. We may also collect information that you provide in correspondence with our church. In addition, when you fill out a form, complete a survey, sign up for an email list, make a donation or payment, share content, register for a ministry or event, or engage in other similar interactions, you are directly providing us with your personal information.

If you decide to register for an account with us to access additional resources, services, and goods on our Site, you will be asked to complete a form requesting information such as your name and email address in order to create a user account. Where that feature is available, you may choose to upload a photograph for your account.

Your information may become public if you share content or opinions on public areas of the Site. Any contributions you post as a user are at your own risk. As a church, we may restrict access to certain portions of our site, however, we strongly encourage you to carefully consider what you share publicly and with whom you share it. If you share information publicly, we cannot guarantee that third parties will not have access to the information.

Cookies and Google Analytics

We use Google Analytics to understand how visitors use the Site and to improve its content and functionality. Google Analytics uses cookies or similar technologies to collect usage and device information. You can manage cookies through your browser settings; disabling cookies may affect certain features. Information about Google's practices is available at

<https://policies.google.com/privacy>. Google also offers an Analytics opt-out browser add-on at <https://tools.google.com/dlpage/gaoptout>.

Do Not Track

Browsers and devices allow individuals to send “do not track” signals to websites. At this time, we do not take actions to respond to “do not track” signals.

Information From Third Parties

In some instances, we receive information from our third-party partners and vendors about users, communications, donations, and payments, including through GROW, Subsplash, Stripe, and AT&T Office@Hand. We also use Google Analytics to help us analyze how our Site is being used.

Our Privacy Policy only governs PLC’s use of your information; however, we may use these third-party services to analyze and enhance your experience.

How We Use Your Information

We collect and use information from you for the following purposes:

- to operate and maintain our site
- to present our content to you through our site
- to communicate with you about church activities, ministries, events, and your requests, subject to your communication preferences and the SMS terms below
- to fulfill our obligations to you as presented when you provided the information
- to administer ministry relationships, registrations, online giving, donations, payments, and related records
- to notify you about changes to our site
- to enhance and optimize your experience
- for any other purpose within your consent

We may use your information to send church announcements and ministry updates. To stop optional email communications, use the unsubscribe option when provided or contact us using the contact information below. To stop text messages, follow the SMS opt-out instructions below.

How We Share Your Information

We do not sell your personal information. We may share information with service providers as needed to operate the Site, administer church systems, process donations and payments, and provide communications and other services described in this policy. Authorized church personnel and volunteers may access information needed for their duties. We may also disclose information when required by law or legal process, or as necessary to protect rights, safety, or security. In a church merger, reorganization, or transfer of operations, records may transfer to a successor subject to applicable law and this policy. All sharing described in this policy is subject to the specific restrictions on mobile information and SMS consent below.

Below is a nonexhaustive list of some of the partners and vendors we use to provide our services and support church operations:

- Google Analytics. Google Analytics is an analytics tool used to understand Site usage and visitor interactions. You can reference Google's privacy policy regarding how they handle information collected by visiting <https://policies.google.com/privacy>.
- GROW. We use GROW as our church relationship-management and communications system. It maintains names, contact information, ministry and relationship information, communication records, and information voluntarily provided through forms and interactions.
- Subsplash. We use Subsplash for church communications and online giving, donations, and payments. Subsplash also uses payment-processing services in connection with its giving platform.
- Stripe. We use Stripe for payment processing associated with certain church systems, including GROW. Its policies regarding data collection are outlined at <https://stripe.com/privacy>.
- AT&T Office@Hand. We use this church phone system for communications, including SMS/text messaging when enabled, with associated telecommunications and messaging providers.

Our providers may change as our services change. These providers process information to deliver their services and may also handle information under their own privacy policies. This does not authorize use of mobile information or SMS consent contrary to the restrictions below. Payment details submitted through giving or payment platforms are handled by the applicable payment providers; we receive transaction information needed to administer and record donations and payments.

SMS and Text Messaging Terms

Priest Lake Community Baptist Church (PLC) uses AT&T Office@Hand for church text messaging. If you opt in, we may send messages within the scope of your consent, such as church and ministry updates, event notices and reminders, and responses to your inquiries. Message frequency varies based on your interactions and the communications you request. Message and data rates may apply.

We obtain permission before initiating text messages. Providing a mobile number for church records, making a donation, or using the Site does not by itself enroll you in recurring texts. Consent is collected separately through an identified opt-in process, with the types of messages disclosed at that time. For web forms, the SMS consent choice is optional and unchecked by default. Consent is not a condition of making a purchase or donation or participating in church activities. We maintain consent and opt-out records. Any promotional texting requires the separate express written consent required by applicable law and carrier rules.

If you text us first, we may respond to that inquiry. That conversation does not enroll you in recurring announcements or promotional texts.

You may opt out at any time by replying STOP to a PLC text message or by contacting us using the contact information below. We honor other clear requests to stop messages. After opting out, you may receive one confirmation of your request, but no further messages covered by your opt-out unless you opt in again. Reply HELP for assistance, or contact us at the email address below. Please notify us if your mobile number changes. Message delivery depends on your carrier and network availability and is not guaranteed.

We do not sell, rent, or share mobile information with third parties or affiliates for marketing or promotional purposes. We do not share SMS opt-in data or text-message consent with third parties or affiliates for their own use. Limited access by service providers supporting delivery of PLC messages,

consent administration, and opt-out processing is permitted solely to perform those functions for PLC; it does not authorize those providers to use that information for their own marketing or to enroll you in their messaging programs. Disclosures required by law may be made. These restrictions apply notwithstanding any other sharing provision in this policy.

How We Protect Your Information

As a church, the protection of your information is important to us. We have designed and adopted technological and organizational procedures to safeguard your data. It is important to note that while we make efforts to protect your data, security measures are not impenetrable. As a result, we cannot guarantee the absolute security of any information collected or transmitted to our Site.

Additionally, if you have registered for an account on our Site, you should not share your password or username with any other third parties. It is your responsibility to keep this information confidential.

We retain information as reasonably needed for the purposes described in this policy, including church administration, donation and financial records, legal obligations, and documenting consent and honoring opt-out requests. Retention periods vary by the type of information and the reason it is maintained.

Children and Youth

PLC welcomes children and youth to its ministries. Children and teenagers are not prohibited from viewing publicly available church information on the Site. Parents and guardians should supervise their children's online activities.

Parents or legal guardians should submit registrations and personal information on behalf of children under 13. We do not knowingly solicit personal information directly online from children under 13 without appropriate parental consent. We may receive information about minors from their parents or guardians to administer children's and youth ministries, activities, and communications. Youth ages 13 through 17 should use interactive features and provide personal information only with a parent's or guardian's permission.

If we learn that a child under 13 has directly submitted personal information online without appropriate parental consent, we will take reasonable steps to delete it or obtain the necessary parental consent. Parents and guardians may contact us to request review, correction, or deletion of information about their child, subject to applicable legal and recordkeeping requirements. Text messaging involving minors must follow these parental-permission protections and the separate SMS consent requirements above; parental permission does not substitute for consent from the subscriber or authorized user of the mobile number.

Correcting or Updating Your Information

If you discover that inaccurate information about you has been collected, or if you would like to update the information we currently have, please contact us via email at admin@priestlakechurch.org, or by mail at Priest Lake Community Baptist Church, 3325 Anderson Road, Antioch, Tennessee 37013.

California Residents and Other Privacy Requests

Certain privacy laws provide rights to access, correct, or delete personal information and to opt out of particular uses or disclosures when those laws apply. The California Consumer Privacy Act

(CCPA) generally does not apply to nonprofit organizations such as PLC. We will honor rights to the extent applicable law requires. Regardless of where you live, you may contact us to request:

- information about the personal information we maintain about you;
- correction of inaccurate personal information;
- deletion of your personal information, subject to applicable legal and recordkeeping requirements; and
- changes to your communication preferences.

We may retain information needed for legal obligations, financial records, security, or honoring communication opt-outs. We will explain any applicable limits on a request.

To make a privacy request, please contact us via email at admin@priestlakechurch.org, or by mail at Priest Lake Community Baptist Church, 3325 Anderson Road, Antioch, Tennessee 37013. We may take steps to verify your identity before providing the requested information.

Updates to This Policy

We may update this policy from time to time. If any updates are made to this policy, they will be posted here with a revised effective date. Additionally, if material changes are made to this policy, we will notify you via a notice to this Site, and provide additional notice or obtain consent where required by applicable law. Please check this page frequently for updates.

Contact Us

If you have any questions, comments, or concerns about this Privacy Policy or our services, please contact us via email at admin@priestlakechurch.org, or by mail at Priest Lake Community Baptist Church, 3325 Anderson Road, Antioch, Tennessee 37013.

Effective Date: September 22, 2026