United Way of Utah County Sub for Santa Privacy Policy

Effective Date: September 4, 2026

United Way of Utah County ("United Way of Utah County," "United Way," "we," "us," or "our") operates the Sub for Santa program ("Sub for Santa" or the "Program"), a holiday assistance program serving eligible families in Utah County, Utah.

This Privacy Policy explains how we collect, use, disclose, retain, and protect information provided by individuals who apply for or participate in Sub for Santa, including families, sponsors, Golden Angel partners, and other Program partners.

By using the Sub for Santa application or participating in the Program, you acknowledge the practices described in this Privacy Policy.

1. Information We Collect

The information we collect depends on your role in the Sub for Santa Program.

Families and Applicants

When a family applies to participate in Sub for Santa, we may collect information such as:

- Applicant's name
- Mailing and residential address
- Email address
- Telephone and mobile telephone numbers
- Household information
- Information about children in the household, including names, ages, dates of birth, clothing or shoe sizes, and gift preferences
- Household income and expense information
- Information relevant to determining Program eligibility
- Information provided in supporting documentation
- Information provided during communications with Sub for Santa staff or representatives
- Application history and Program participation information

A valid email address is required for Sub for Santa applicants because email is one of the Program's primary methods of communication.

Providing a mobile telephone number does **not** automatically constitute consent to receive text messages.

Sponsors

Sponsors may provide information such as:

- Name
- Organization or business name, when applicable
- Mailing address
- Email address
- Telephone or mobile telephone number
- Information about sponsorship preferences
- Information necessary to coordinate family sponsorship, gifting, and delivery
- Communication and participation records

Golden Angel Partners

Golden Angel partners may provide information such as:

- Name
- Organization or business name
- Contact information
- Email address
- Telephone or mobile telephone number
- Information necessary to coordinate participation in the Program
- Communication and participation records

Other Program Partners

Partners may provide information such as:

- Individual and organization names
- Contact information
- Email address
- Telephone or mobile telephone number
- Information about the organization's participation in Sub for Santa
- Information necessary to coordinate Program activities
- Communication and participation records

Information Collected Automatically

When you use Sub for Santa websites, applications, or online services, certain technical information may be collected automatically, such as IP address, browser type, device information, pages visited, and other information collected through cookies or similar technologies.

2. How We Use Information

United Way of Utah County may use information collected through Sub for Santa to:

- Process and administer applications
- Determine Program eligibility
- Verify information provided by applicants
- Communicate with applicants and participants
- Coordinate families with sponsors
- Facilitate gift selection and gifting
- Coordinate gift delivery, pickup, and scheduling
- Coordinate events and Program activities
- Respond to questions and requests
- Communicate Program deadlines and reminders
- Coordinate with sponsors, Golden Angel partners, volunteers, and other partners
- Maintain Program records
- Improve Program administration and services
- Connect program applicants to other requested services in the community
- Prevent fraud, misuse, or unauthorized participation
- Comply with applicable legal, regulatory, accounting, and reporting requirements
- Protect the rights, safety, and property of United Way of Utah County, Program participants, and others

3. Eligibility Information

Sub for Santa considers numerous factors when determining eligibility for assistance.

Information considered may include household circumstances, financial circumstances, household composition, children's ages, residency, available Program resources, and other information relevant to evaluating an application.

No single factor necessarily determines eligibility, and submitting an application does not guarantee acceptance or assistance.

4. Information Shared With Sponsors

A primary purpose of Sub for Santa is to connect eligible families with community sponsors who provide gifts.

To facilitate sponsorship, United Way of Utah County may share **basic family information with an assigned sponsor when reasonably necessary to coordinate gifting and delivery.**

Information shared may include, as appropriate:

- Children's first names
- Children's ages
- Gift or wish-list information
- Clothing or shoe sizes
- Information necessary to select appropriate gifts
- Information necessary to coordinate gift delivery or pickup
- Other contextual information shared with the program about the family need
- Other limited information reasonably necessary for the sponsor to fulfill the sponsorship

United Way of Utah County will seek to limit the information shared with sponsors to information reasonably necessary for Program purposes.

Sponsors are expected to respect the privacy of participating families and use information received through Sub for Santa only for purposes related to their participation in the Program.

Sponsors may not use family information obtained through Sub for Santa for unrelated marketing, solicitation, or other purposes outside of the Program.

5. Service Providers

United Way of Utah County may use third-party service providers to help operate Sub for Santa.

These providers may assist with services such as:

- Application management
- Database administration
- Website and technology services
- Email communication
- Text messaging
- Data storage
- Security
- Program administration

Service providers may have access to information only to the extent reasonably necessary to provide services to United Way of Utah County and the Sub for Santa Program.

6. Text Messaging and SMS

Sub for Santa may use text messaging to communicate with families, sponsors, Golden Angel partners, and other Program partners.

Text Messaging Is Optional

Consent to receive text messages is completely optional and is not required to apply for, participate in, or receive assistance through Sub for Santa.

Providing a mobile telephone number does not, by itself, constitute consent to receive SMS messages.

Individuals who do not consent to text messages may still participate in the Program and will receive required communications through email and other available communication methods.

SMS Opt-In

Individuals who wish to receive Sub for Santa text messages must affirmatively opt in through the designated consent process.

The SMS consent checkbox will be separate from acceptance of the Terms & Conditions and Privacy Policy and will not be preselected.

Types of Text Messages

Individuals who opt in may receive messages related to Sub for Santa, including:

- Program status and updates
- Application updates
- Questions or requests for additional information
- Event reminders
- Important dates and deadlines
- Gift delivery reminders
- Delivery scheduling and coordination
- Gift pickup or drop-off information
- General Program announcements
- Other communications reasonably related to participation in or administration of Sub for Santa

Messages may be **automatically generated through the Sub for Santa database, Twilio messaging platform, GoTo messaging platform, or manually sent by authorized United Way of Utah County staff or Program representatives.**

Message Frequency

Message frequency will vary depending on an individual's role in the Program, Program activities, deadlines, events, and other circumstances.

Message and Data Rates

Message and data rates may apply.

Opting Out

Individuals may opt out of Sub for Santa text messages at any time by replying **STOP** to a Sub for Santa text message.

Individuals may also contact United Way of Utah County's Sub for Santa Program to request that SMS communications be discontinued.

After an individual opts out, they may receive a confirmation message acknowledging the request. No additional Program text messages will be sent unless the individual subsequently provides consent.

Help

For assistance with Sub for Santa text messaging, reply **HELP** to a Sub for Santa text message or contact the Sub for Santa Program using the contact information provided on the Program website.

Mobile Information and SMS Consent

United Way of Utah County does **not sell mobile telephone numbers or SMS opt-in information.**

Mobile information, including mobile telephone numbers and SMS consent information, will **not be shared with third parties or affiliates for their own marketing or promotional purposes.**

United Way of Utah County may provide mobile telephone numbers and related information to service providers, including Twilio and GoTo, solely as necessary to deliver authorized Sub for Santa communications and operate the Program.

Your consent to receive Sub for Santa text messages applies only to communications from United Way of Utah County's Sub for Santa Program and does not constitute consent to receive unrelated marketing messages from third parties.

7. Annual Applications and SMS Consent

Sub for Santa operates on an annual Program cycle.

Families wishing to participate in a subsequent Program year must submit a new application.

SMS consent does not automatically carry forward from one Program year to the next.

Families who wish to receive Sub for Santa text messages during a subsequent Program year must affirmatively opt in again when completing their new application.

8. Data Retention

United Way of Utah County retains information for as long as reasonably necessary to administer the Sub for Santa Program, maintain appropriate records, meet legal and financial obligations, resolve disputes, prevent fraud or misuse, and protect the rights and interests of the organization and Program participants.

Certain information may be retained when necessary for legal, financial, audit, security, or other legitimate organizational purposes.

9. Children's Information

Sub for Santa collects information about children because information about children is necessary to administer the Program and coordinate appropriate gifts.

Children's information may include names, ages, dates of birth, sizes, gift preferences, and other information necessary for Program administration.

We encourage applicants to provide only information necessary for participation in the Program.

10. Information Security

United Way of Utah County uses reasonable administrative, technical, and physical safeguards designed to protect personal information from unauthorized access, use, disclosure, alteration, or destruction.

No electronic system, database, website, or method of transmitting information can be guaranteed to be completely secure.

11. Legal Disclosures

United Way of Utah County may disclose information when we reasonably believe disclosure is necessary to:

- Comply with applicable law, regulation, legal process, subpoena, or court order
- Protect the safety or rights of an individual
- Investigate suspected fraud, abuse, or misuse of the Program
- Protect the security or integrity of our systems
- Protect the rights, property, or safety of United Way of Utah County or others

12. Third-Party Websites and Services

Sub for Santa may link to or use third-party websites, applications, platforms, or services.

Third-party services may have their own privacy policies and terms. United Way of Utah County is not responsible for the privacy practices of third-party services that it does not control.

13. Privacy Questions and Requests

Questions regarding this Privacy Policy or the handling of information through Sub for Santa may be directed to:

United Way of Utah County
Sub for Santa
148 North 100 West
Provo, Utah 84601
Phone: 801-356-6200
Email: subforsanta@unitedwayuc.org

14. Changes to This Privacy Policy

United Way of Utah County may update this Privacy Policy from time to time to reflect changes in the Sub for Santa Program, technology, legal requirements, or our information practices.

When changes are made, the Effective Date at the beginning of this Privacy Policy will be updated.

Last Updated: September 4, 2026