

Winona Family YMCA

Privacy Policy

Effective date: July 31, 2026

The Winona Family YMCA (“YMCA,” “we,” “us,” or “our”) respects your privacy and is committed to protecting the personal information entrusted to us. This Privacy Policy explains how we collect, use, disclose, and safeguard information when you visit www.winonaymca.org, complete an online form, register for a program, make a donation, or otherwise interact with us online.

This policy applies to information collected through our website and YMCA-controlled online services. It does not replace notices or consent forms provided for specific programs, services, employment applications, or other activities.

Information We Collect

Depending on how you interact with us, we may collect:

- Contact information, such as your name, address, email address, and telephone number
- Account and household information, including information about parents, guardians, children, and other household members
- Membership, program registration, reservation, attendance, and participation information
- Emergency contact, accommodation, health, or safety information needed to provide services
- Donation and transaction information
- Information submitted through applications, surveys, contact forms, scholarship requests, or other online forms
- Communication preferences, including email and text-message preferences
- Employment or volunteer application information
- Technical information, such as your IP address, browser type, device information, pages visited, referring website, and interactions with our website or advertisements

Payment card and banking information may be collected and processed directly by Daxko or another authorized payment processor. The YMCA may not receive or store complete payment card information.

How We Collect Information

We may collect information:

- Directly from you when you join, register, donate, submit a form, apply for a position, contact us, or subscribe to communications
- From a parent, guardian, or household member
- Automatically through cookies and similar technologies
- Through Daxko, Google Forms, Jotform, and other service providers supporting YMCA operations
- From partner organizations or referral sources, when authorized or otherwise permitted by law

How We Use Information

We may use personal information to:

- Establish and manage memberships and household accounts
- Process program registrations, reservations, donations, and payments
- Provide YMCA programs, services, and financial assistance
- Communicate about schedules, programs, events, closures, account matters, and emergencies
- Send email or text communications based on your preferences
- Respond to questions, feedback, requests, or concerns
- Promote YMCA programs, fundraising opportunities, and community activities
- Support participant safety, accessibility, and emergency response
- Review employment and volunteer applications
- Understand website traffic and the effectiveness of our communications and advertising
- Maintain and improve our website, programs, and services
- Prevent fraud, protect our systems, and enforce YMCA policies
- Maintain required business, safety, and financial records
- Comply with legal and regulatory obligations

Cookies, Google Analytics, and Google Ads

Our website uses cookies and similar technologies to operate correctly, understand how visitors use the site, improve the user experience, and measure the effectiveness of our communications.

We use **Google Analytics** to collect information about website activity, such as pages visited, approximate location, device and browser information, referral sources, and interactions with website content. Google Analytics uses cookies and similar technologies to provide aggregated reports about website use.

We also use **Google Ads** to promote YMCA programs and services and evaluate the effectiveness of our advertising. Google Ads may use cookies or similar technologies to

measure whether someone who viewed or clicked an advertisement later visited our website or completed an action.

Information collected through these services may be processed by Google according to its own privacy practices. You can manage how Google uses information for advertising through [Google's advertising settings](#). You may also use the [Google Analytics Opt-out Browser Add-on](#) or adjust your browser settings to limit or delete cookies.

Disabling cookies may affect the operation of certain website features.

Service Providers and When We Share Information

We may disclose personal information to organizations that help us operate our website and provide YMCA services, including:

- **Daxko**, which supports memberships, registrations, donations, payments, email communications, and text messages
- **Google**, which provides Google Analytics, Google Ads, and Google Forms
- **Jotform**, which provides online forms
- Website hosting, security, technology, and professional service providers
- YMCA of the USA or other YMCA associations when necessary to provide YMCA services or administer programs
- Partner organizations when needed to deliver a jointly offered service and when authorized or permitted by law
- Government agencies, law enforcement, courts, or other parties when required by law or necessary to protect someone's safety, rights, or property

We may also share information at your direction or with your consent. Service providers are expected to use information only for authorized purposes and to protect it appropriately.

The Winona Family YMCA does not sell personal information for monetary compensation. You may manage advertising preferences through Google's settings and your browser's privacy controls.

Children's Privacy

Our website is intended for adults, including parents and legal guardians. No website feature is intended to collect personal information directly from children.

Information needed to enroll a child in a YMCA membership, program, child care service, camp, sport, or other youth activity must be submitted by the child's parent or legal guardian. Children under age 18 should not submit information through the website or its linked forms.

If we learn that personal information was submitted online directly by a child without appropriate parental consent, we will take reasonable steps to delete it. Parents and legal guardians may contact us to ask about information concerning their children or request its deletion, subject to applicable legal, safety, and recordkeeping requirements.

Email and Text Communications

Email and text communications may be sent through Daxko or another authorized service provider.

You may unsubscribe from promotional emails by using the unsubscribe link included in those messages. You may opt out of promotional text messages by following the instructions in the message..

Even if you opt out of promotional communications, we may continue to send important nonpromotional messages concerning your membership, registration, payment, safety, schedule changes, or other services you requested.

Message and data rates may apply to text messages.

Data Security

We use reasonable administrative, technical, and physical safeguards designed to protect personal information. However, no website, electronic transmission, or storage system can be guaranteed to be completely secure.

Please do not send Social Security numbers, complete payment card information, medical records, or other highly sensitive information through general website contact forms or unsecured email.

Data Retention

We retain personal information for as long as reasonably necessary to provide services, maintain appropriate business and safety records, meet contractual obligations, resolve disputes, and comply with legal requirements. Retention periods vary depending on the type of information and the purpose for which it was collected.

Your Privacy Choices

Depending on applicable law and the nature of your relationship with the YMCA, you may request that we:

- Confirm whether we maintain personal information about you

- Provide access to certain personal information
- Correct inaccurate information
- Delete certain information
- Provide a portable copy of certain information
- Identify certain third parties to which information was disclosed
- Honor applicable opt-out rights related to targeted advertising or the sale of personal information

Parents and legal guardians may submit requests concerning their children's information.

To make a privacy request, contact us using the information below. We may need to verify your identity and authority before completing a request. Certain information may be retained or excluded from a request when permitted or required by law. We will not unlawfully discriminate against anyone for exercising an applicable privacy right.

Third-Party Websites and Services

Our website may link to or embed services operated by other organizations, including Daxko, Google, Jotform, social media platforms, video services, and community partners. These organizations maintain their own privacy practices, and this policy does not govern their websites or services.

We encourage you to review the privacy policy of any third-party service before providing personal information.

Changes to This Policy

We may update this Privacy Policy periodically to reflect changes in our practices, technology, services, or legal obligations. The effective date at the top of the policy will indicate when it was most recently revised. Material changes may also be communicated through our website or other appropriate means.

Contact Us

Questions, concerns, opt-out requests, and other privacy requests may be directed to:

Winona Family YMCA

902 Parks Avenue

Winona, MN 55987

Phone: 507-454-1520

Email: info@winonaymca.org