

www.AASPtheymatter.org Privacy Policy

Type of website: Suicide Prevention

Effective date: 1st day of August, 2026

www.AASPtheymatter.org (the "Site") is owned and operated by Action & Awareness for Suicide Prevention (AASP THEY MATTER). Action & Awareness for Suicide Prevention (AASP THEY MATTER) can be contacted at:

theymatter@AASPtheymatter.org

P.O. BOX 111 ERWIN, TN 37650

Purpose

The purpose of this privacy policy (this "Privacy Policy") is to inform users of our Site of the following:

1. The personal data we will collect;
2. Use of collected data;
3. Who has access to the data collected;
4. The rights of Site users; and
5. The Site's cookie policy.

This Privacy Policy applies in addition to the terms and conditions of our Site.

Consent

By using our Site users agree that they consent to:

1. The conditions set out in this Privacy Policy; and
2. The collection, use, and retention of the data listed in this Privacy Policy.

Personal Data We Collect

We only collect data that helps us achieve the purpose set out in this Privacy Policy. We will not collect any additional data beyond the data listed below without notifying you first.

Data Collected Automatically

When you visit and use our Site, we may automatically collect and store the following information:

1. IP address;
2. Location;
3. Clicked links; and
4. Content viewed.

Data Collected in a Non-Automatic Way

We may also collect the following data when you perform certain functions on our Site:

1. First and last name;
2. Age;
3. Email address;
4. Phone number;
5. Address;
6. Auto fill data;
7. Email Communications;
8. Program Participation; and
9. Volunteer Participation.

This data may be collected using the following methods:

1. Creating an account; and
2. Submission Forms.

How We Use Personal Data

Data collected on our Site will only be used for the purposes specified in this Privacy Policy or indicated on the relevant pages of our Site. We will not use your data beyond what we disclose in this Privacy Policy.

The data we collect automatically is used for the following purposes:

1. Statistics.

The data we collect when the user performs certain functions may be used for the following purposes:

1. Communication;
2. Shipping;
3. Program Participation;
4. Background Check; and
5. Verification.

Who We Share Personal Data With

Employees

We may disclose user data to any member of our organization who reasonably needs access to user data to achieve the purposes set out in this Privacy Policy.

Third Parties

We may share user data with the following third parties:

1. Website Host, Marketing Team, Members.

We may share the following user data with third parties:

1. This website host collects data to help us reach our target audiences..

We may share user data with third parties for the following purposes:

1. Mission goals, Statistics, Advertising.

Third parties will not be able to access user data beyond what is reasonably necessary to achieve the given purpose.

Other Disclosures

We will not sell or share your data with other third parties, except in the following cases:

1. If the law requires it;

2. If it is required for any legal proceeding;
3. To prove or protect our legal rights; and
4. To buyers or potential buyers of this company in the event that we seek to sell the company.

If you follow hyperlinks from our Site to another Site, please note that we are not responsible for and have no control over their privacy policies and practices.

How Long We Store Personal Data

User data will be stored until the purpose the data was collected for has been achieved.

You will be notified if your data is kept for longer than this period.

How We Protect Your Personal Data

We use reasonable administrative, technical, and organizational safeguards to protect personal information from unauthorized access, disclosure, alteration, loss, or misuse. These safeguards include limiting access to authorized AASP THEY MATTER representatives who need the information for a legitimate organizational purpose; using password-protected accounts and multifactor authentication when available; collecting only the information reasonably necessary for each program; using reputable website, form, email, payment, and storage providers; reviewing account and access permissions; and securely deleting or disposing of information when it is no longer needed. Payment information is processed by third-party payment providers, and AASP THEY MATTER does not directly store complete payment-card information. Although we take reasonable precautions, no method of online transmission or electronic storage is completely secure, and we cannot guarantee absolute security.

While we take all reasonable precautions to ensure that user data is secure and that users are protected, there always remains the risk of harm. The Internet as a whole can be insecure at times and therefore we are unable to guarantee the security of user data beyond what is reasonably practical.

International Data Transfers

We transfer user personal data to the following countries:

1. India;
2. USA;
3. South Korea;

4. Ireland;
5. Taiwan; and
6. Israel.

When we transfer user personal data we will protect that data as described in this Privacy Policy and comply with applicable legal requirements for transferring personal data internationally.

Children

We do not knowingly collect or use personal data from children under 13 years of age. If we learn that we have collected personal data from a child under 13 years of age, the personal data will be deleted as soon as possible. If a child under 13 years of age has provided us with personal data their parent or guardian may contact our privacy officer.

How to Access, Modify, Delete, or Challenge the Data Collected

If you would like to know if we have collected your personal data, how we have used your personal data, if we have disclosed your personal data and to who we disclosed your personal data, or if you would like your data to be deleted or modified in any way, please contact our privacy officer here:

Charlene Falk
cfalk@AASPtheymatter.org

P.O. BOX 111, ERWIN TN 37650

Do Not Track Notice

Do Not Track ("DNT") is a privacy preference that you can set in certain web browsers. We respond to browser-initiated DNT signals. If we receive a DNT signal that indicates a user does not wish to be tracked, we will not track that user. We are not responsible for and cannot guarantee how any third parties who interact with our Site and your data will respond to DNT signals.

How to Opt-Out of Data Collection, Use or Disclosure

In addition to the method(s) described in the *How to Access, Modify, Delete, or Challenge the Data Collected* section, we provide the following specific opt-out methods for the forms of collection, use, or disclosure of your personal data specified below:

1. You can opt-out of the use of your personal data, communications, and participations. You can

opt-out by clicking the cookie button on our website to manage or disable cookies.

2. Responding to e-mails STOP or PLEASE REMOVE ME FROM YOUR LISTING. You can opt-out by clicking "Do not sell my personal information" at the bottom right of our website.
3. Users may opt out of nonessential cookies, promotional email communications, and the continued use of personal information provided through voluntary program or volunteer participation. Users may withdraw from a program or volunteer role and request deletion of eligible personal information. Action & Awareness for Suicide Prevention (AASP THEY MATTER) does not sell personal information or use it for targeted advertising or profiling. You can opt-out by users may manage or disable nonessential cookies through the cookie-preference button on our website. Users may opt out of promotional emails by selecting the unsubscribe link, replying "STOP," "UNSUBSCRIBE," or "PLEASE REMOVE," or emailing theymatter@aasptheymatter.org. To withdraw from a program or volunteer position, or to request deletion of eligible personal information, users may email theymatter@aasptheymatter.org with the subject line "PLEASE REMOVE" and include their full name, email address, and the applicable program or volunteer role. We may request reasonable identity verification before processing a privacy request. Certain information may be retained when reasonably necessary for legal, financial, safety, security, fraud-prevention, or administrative purposes.

Cookie Policy

A cookie is a small file, stored on a user's hard drive by a website. Its purpose is to collect data relating to the user's browsing habits. You can choose to be notified each time a cookie is transmitted. You can also choose to disable cookies entirely in your internet browser, but this may decrease the quality of your user experience.

We use the following types of cookies on our Site:

1. **Functional cookies**
Functional cookies are used to remember the selections you make on our Site so that your selections are saved for your next visits;
2. **Analytical cookies**
Analytical cookies allow us to improve the design and functionality of our Site by collecting data on how you access our Site, for example data on the content you access, how long you stay on our Site, etc;

3. Targeting cookies

Targeting cookies collect data on how you use the Site and your preferences. This allows us to personalize the information you see on our Site for you; and

4. Third-Party Cookies

Third-party cookies are created by a website other than ours. We may use third-party cookies to achieve the following purposes:

- a. To provide essential website functionality and security, remember visitor preferences, analyze website traffic and performance, process forms, and support embedded content or other third-party service.

Additional Clauses

Our website is hosted and operated using the Wix.com platform (“Wix”). As such, Wix may process and store the personal information that we collect from you on our behalf.

Wix may store or process personal data in the following countries:

United States

Ireland

Israel

South Korea

Taiwan

Wix may also use other jurisdictions as necessary to ensure the reliable and lawful delivery of its services or to comply with legal and regulatory requirements.

Wix implements strong security measures, including encryption, firewalls, and industry-standard safeguards to protect personal data. However, when your personal data is transferred internationally, it may be subject to the laws of the country in which it is processed.

As the data controller, Action & Awareness for Suicide Prevention determines what personal data is collected and how it is used. Wix acts only as our data processor and handles such data in accordance with our instructions and their Data Processing Agreement (DPA).

Crisis Communications

AASP THEY MATTER is not a crisis hotline or emergency-response service. Our website, email accounts, social-media pages, and online forms are not continuously monitored and should not be used to request crisis assistance.

For all crisis-support needs in the United States, please contact the Crisis Text Line by texting HOME to 741741 to connect with a trained crisis counselor. If you or another person is in immediate physical danger or experiencing a life-threatening emergency, call 911 or go to the nearest emergency department.

AASP THEY MATTER provides suicide-prevention education, awareness, peer encouragement, community outreach, and referrals to crisis resources. We do not provide emergency intervention, crisis counseling, medical care, diagnosis, or treatment.

Program and Form Submissions

Information submitted through AASP THEY MATTER program, nomination, volunteer, memorial, contact, or participation forms will be used for the purpose described when the information is collected. Submission of a form does not guarantee acceptance, participation, selection, delivery of materials, or the availability of a particular program. Additional consent may be requested when information, names, photographs, stories, or other submitted materials may be published or used for outreach purposes.

Third-Party Services

Our website and programs may use third-party services, including Wix, Google, email providers, payment processors, social-media platforms, analytics providers, shipping services, and other authorized service providers. These providers may collect, process, store, or transfer information under their own privacy policies and terms. AASP THEY MATTER is not responsible for the privacy practices of independently operated third-party websites or services.

Privacy and Confidentiality Limitations

We take reasonable measures to protect personal information; however, no website, email system, electronic form, or online storage method can be guaranteed to be completely secure. Information may also be disclosed when reasonably necessary to comply with applicable law, respond to lawful legal process, investigate fraud or misuse, protect the rights and safety of Action & Awareness for Suicide Prevention (AASP THEY MATTER) or others, or address a credible and immediate safety concern.

Modifications

This Privacy Policy may be amended from time to time in order to maintain compliance with the law and to reflect any changes to our data collection process. When we amend this Privacy Policy we will update the "Effective Date" at the top of this Privacy Policy. We recommend that our users periodically review our Privacy Policy to ensure that they are notified of any updates. If necessary, we may notify users by email of changes to this Privacy Policy.

Contact Information

If you have any questions, concerns or complaints, you can contact our privacy officer, Charlene Falk, at:

cfalk@AASPtheymatter.org

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