

Privacy Policy

Last updated: January 15, 2025

Your privacy is critically important to us. With Optakit’s services, we have a few fundamental principles:

- We are thoughtful about the information we ask you to provide and the information that we collect through the operation of our services.
- We help protect you from overreaching government demands for your personal information.
- We aim for full transparency on how we gather, use, and share your data.
- We will not sell any of your organization’s raw data. However, we may sell, lease, or give-away data that we derive from your data. What this means is that we will never sell, lease, or give-away raw data such as the email address that comes in from a donation processed through our services. However, we may sell, lease, or give-away derived data such as whether a donor has made a donation to a candidate running in Missouri. We may use raw data to link pieces of data together or for analysis purposes, but we will not sell, lease, or give-away that raw data directly. If there are sources you’d like to connect to Optakit that you would not like to be used as described above, reach out to connect@optakit.com before connecting the source to the platform.

Below is our Privacy Policy, which incorporates and clarifies these principles.

Who We Are and What This Policy Covers

Hello! We are the people behind Optakit. Our mission is to make it easier to do better. Whether it’s elections, advocacy, or organizing, we aim to make the process of executing one’s mission more efficient and effective.

This Privacy Policy applies to information that we collect about you when you use our website or tools. Throughout this Privacy Policy we’ll refer to our website, services, and tools collectively as “Services.”

Below we explain how we collect, use, and share information about you, along with the choices that you have with respect to that information.

Information We Collect

We only collect information about you if we have a reason to do so — for example, to provide our Services, to communicate with you, or to make our Services better.

We collect this information from three sources: if and when you provide information to us, automatically through operating our Services, and from outside sources. Let’s go over the information that we collect.

Information You Provide to Us

It's probably no surprise that we collect information that you provide to us directly. Here are some examples:

- **Basic account information:** We ask for basic information from you in order to set up your account. For example, we require individuals who sign up for an Optakit account to provide your name, an email address, and a password — but that's it. You may provide us with more information but we don't require that information to create an account.
- **Profile information:** If you have an account with us, we collect the information that you provide for your profile. For example, if you have an Optakit account, your name is part of that profile, along with any other information you put into your profile, like a photo. If you are using a Google account to login, we will default to using your Google profile picture for your Optakit account.
- **Payment and organization information:** For each organization, we'll collect information to process those payments and contact the payer. The payer provides the organization's relevant payment / organization information like their name, credit card information, and contact information. We also keep a record of the purchases they've made.
- **Communications with us (hi there!):** You may also provide us with information when you respond to surveys, communicate with our team about a support question, post a question in our public forums, or sign up for our currently nonexistent newsletter. When you communicate with us via form, email, phone, hate-mail, or otherwise, we store a copy of our communications (including any call recordings as permitted by applicable law).
- **Credentials provided to us:** If you provide us credentials to access any outside service (webhook, s3 bucket, etc.), we store these credentials securely as an encrypted secret in order to access the relevant service.
- **Data connected to our platform:** In order to display data within our platform, we need to store the data. All sources connected to Optakit will involve storing the data within Optakit's infrastructure.

Information We Collect Automatically

We also collect some information automatically:

- **Log information:** Like most online service providers, we collect information that web browsers, mobile devices, and servers typically make available, including the browser type, IP address, unique device identifiers, language preference, referring site, the date and time of access, operating system, and mobile network information. We collect log information when you use our Services..

Usage information: We collect information about your usage of our Services. For example, we collect information about how users interact with our various features. We also collect information about what happens when you use our Services (e.g., page views, active usage times, etc.) along with information about your device (e.g., screen size, name of cellular network, and mobile device manufacturer). We use this information to, for example, provide our Services to you, get insights on how people use our Services so we can make our Services better, and understand and make predictions about user retention.

- **Location information:** We may determine the approximate location of your device from your IP address. We collect and use this information to, for example, calculate how many people visit our Services from certain geographic regions.
- **Stored information:** When you give us permission, we may access information stored on your device. For example, if you give us permission to access the photographs on your device's camera roll, our Services may access the photos stored on your device to let you upload the image.
- **Information from cookies & other technologies:** A cookie is a string of information that a website stores on a visitor's computer, and that the visitor's browser provides to the website each time the visitor returns. Pixel tags (also called web beacons) are small blocks of code placed on websites and emails. Optakit's services use cookies and other technologies like pixel tags to help us identify and track visitors, usage, and access preferences for our Services, as well as track and understand email campaign effectiveness and to possibly deliver targeted ads. For more information about our use of cookies and other technologies for tracking, including how you can control the use of cookies, please see our [Cookie Policy](#).

Information We Collect from Other Sources

We may also get information about you from other sources. For example:

- **Third Party Login:** If you create or log in to your Optakit account through another service (like Google) we'll receive associated login information (e.g. a connection token, your username, your email address)
- **Financial Account Info:** If you use Stripe for your payments, we'll receive information relating to your Stripe account, such as your email address and phone number.

The information we receive depends on which services you use or authorize and what options are available.

Third-party services may also give us information, like mailing addresses for individuals who are not yet our users. We use this information for marketing purposes like postcards and other mailers advertising our Services.

How and Why We Use Information

Purposes for Using Information

We use information about you for the purposes listed below:

- **To provide our Services.** For example, to set up and maintain your account, backup and restore your data, provide customer service, process payments and orders, verify user information, and offer services that leverage derived data from across the various organizations connected to Optakit's services.
- **To ensure quality, maintain safety, and improve our Services.** For example, by providing automatic upgrades and new versions of our Services. Or, for example, by monitoring and analyzing how users interact with our Services so we can create new features that we think our users will enjoy and that will help them work more efficiently or make our Services easier to use.
- **To market our Services and measure, gauge, and improve the effectiveness of our marketing.** For example, by targeting our marketing messages to groups of our users (like those who have been users for a certain length of time), advertising our Services, analyzing the results of our marketing campaigns (like how many people subscribed after receiving a marketing message), and understanding and forecasting user retention.
- **To protect our Services, our users, and the public.** For example, by detecting security incidents; detecting and protecting against malicious, deceptive, fraudulent, or illegal activity; fighting spam; complying with our legal obligations; and protecting the rights and property of Optakit Inc and others, which may result in us, for example, declining a transaction or terminating Services.
- **To fix problems with our Services.** For example, by monitoring, debugging, repairing, and preventing issues.
- **To customize the user experience.** For example, to personalize your experience by serving you relevant notifications and advertisements for our Services.
- **To communicate with you.** For example, by emailing you to ask for your feedback, share tips for getting the most out of our products, or keep you up to date on Optakit's services; texting you to verify your payment; or calling you to share offers and promotions that we think will be of interest to you. If you don't want to hear from us, you can opt out of marketing communications at any time. (If you opt out, we'll still send you important updates relating to your account.)
- **To recruit and hire new Optakit Inc employees.** For example, by evaluating job applicants and communicating with them.

Legal Bases for Collecting and Using Information

A note here for those in the European Union about our legal grounds for processing information about you under EU data protection laws, which is that our use of your information is based on the grounds that:

(1) The use is necessary in order to fulfill our commitments to you under the applicable [Terms of Service](#) or other agreements with you or is necessary to administer your account — for example, in order to enable access to our website on your device or charge you for a paid plan; or

(2) The use is necessary for compliance with a legal obligation; or

(3) The use is necessary in order to protect your vital interests or those of another person; or

(4) We have a legitimate interest in using your information — for example, to provide and update our Services; to improve our Services so that we can offer you an even better user experience; to safeguard our Services; to communicate with you; to measure, gauge, and improve the effectiveness of our advertising; and to understand our user retention and attrition; to monitor and prevent any problems with our Services; and to personalize your experience; or

(5) You have given us your consent — for example before we place certain cookies on your device and access and analyze them later on, as described in our [Cookie Policy](#).

Sharing Information

How We Share Information

We share information about you in limited circumstances, and with appropriate safeguards on your privacy. These are spelled out below, as well as in the section called Ads and Analytics Services Provided by Others:

- **Subsidiaries and independent contractors:** We may disclose information about you to our subsidiaries and independent contractors who need the information to help us provide our Services or process the information on our behalf. We require our subsidiaries and independent contractors to follow this Privacy Policy for any personal information that we share with them.
- **Third-party vendors:** We may share information about you with third-party vendors who need the information in order to provide their services to us, or to provide their services to you or your site. This includes vendors that help us provide our Services to you (like Stripe, fraud prevention services that allow us to analyze fraudulent payment transactions, cloud storage services, postal and email delivery services that help us stay in touch with you, customer chat and email support services that help us communicate with you, registrars, and registries; those that assist us with our marketing efforts (e.g., by providing tools for identifying a specific marketing target group or improving our marketing campaigns, and by placing ads to market our services); those that help us understand and enhance our Services (like analytics providers); those that make tools to help us run our operations (like programs that help us with task management, scheduling, word processing, email and other communications, and collaboration among our teams); and other third-party tools that help us manage operations. We require vendors to agree to privacy commitments in

order to share information with them.

- **Legal and regulatory requirements:** We may disclose information about you in response to a subpoena, court order, or other governmental request. Though we'll try to minimize the amount of information we make available.
- **To protect rights, property, and others:** We may disclose information about you when we believe in good faith that disclosure is reasonably necessary to protect the property or rights of Optakit Inc, third parties, or the public at large. For example, if we have a good faith belief that there is an imminent danger of death or serious physical injury, we may disclose information related to the emergency without delay.
- **Business transfers:** In connection with any merger, sale of company assets, or acquisition of all or a portion of our business by another company, or in the unlikely event that Optakit Inc goes out of business or enters bankruptcy, user information would likely be one of the assets that is transferred or acquired by a third party. If any of these events were to happen, this Privacy Policy would continue to apply to your information and the party receiving your information may continue to use your information, but only consistent with this Privacy Policy.
- **With your consent:** We may share and disclose information with your consent or at your direction. For example, if you opt into our Donor Collective, you are opting in for derived information about your donors to be shared, in exchange for the ability to use our derived data about your own donors.
- **Aggregated or de-identified information:** We may share information that has been aggregated or de-identified, so that it can no longer reasonably be used to identify you. For instance, we may publish aggregate statistics about the use of our Services, or share a hashed version of your email address to facilitate customized ad campaigns on other platforms.
- **Published support requests:** If you send us a request for assistance (for example, via a support email or one of our other feedback mechanisms), we reserve the right to publish that request in order to clarify or respond to your request, or to help us support other users.

We have a policy that we do not sell our users' data. We aren't a data broker, we don't sell your personal information to data brokers, and we don't sell your information to other companies that want to spam you with marketing emails.

Information Shared Publicly

Information that you choose to make public is — you guessed it — disclosed publicly. Information like a user's profile picture will be accessible by others. If a permission on a page has an option of public, all information displayed on that page will be accessible by the public.

Please keep all of this in mind when deciding what you would like to share publicly.

How Long We Keep Information

We generally discard information about you when it's no longer needed for the purposes for which we collect and use it — described in the section above on How and Why We Use Information — and we're not legally required to keep it.

Security

While no online service is 100% secure, we work very hard to protect information about you against unauthorized access, use, alteration, or destruction, and take reasonable measures to do so. We monitor our Services for potential vulnerabilities and attacks.

To enhance the security of your account, we encourage you to connect to our services using your Google Account and to enable advanced security settings on your Google Workspace, like Two Step Authentication.

Choices

You have several choices available when it comes to information about you:

- **Limit the information that you provide:** If you have an account with us, you can choose not to provide the optional account information, profile information, and transaction and billing information. Please keep in mind that if you do not provide this information, certain features of our Services may not be accessible.
- **Opt out of marketing communications:** You may opt out of receiving promotional communications from us. Just follow the instructions in those communications or let us know. If you opt out of promotional communications, we may still send you other communications, like those about your account and legal notices.
- **Set your browser to reject cookies:** At this time, Optakit does not respond to “do not track” signals across all of our Services. However, you can usually choose to set your browser to remove or reject browser cookies before using Optakit’s services, with the drawback that certain features Optakit offers may not function properly without the aid of cookies.
- **Close your account:** While we'd be very sad to see you go, you can close your account if you no longer want to use our Services. Please keep in mind that we may continue to retain your information after closing your account, as described in How Long We Keep Information above — for example, when that information is reasonably needed to comply with (or demonstrate our compliance with) legal obligations such as law enforcement requests, or reasonably needed for our legitimate business interests.

Your Rights

If you are located in certain parts of the world, including California and countries that fall under the scope of the European General Data Protection Regulation (aka the “GDPR”), you may have certain rights regarding your personal information, like the right to request access to or deletion of your data.

European General Data Protection Regulation (GDPR)

If you are located in a country that falls under the scope of the GDPR, data protection laws give you certain rights with respect to your personal data, subject to any exemptions provided by the law, including the rights to:

- Request access to your personal data;
- Request correction or deletion of your personal data;
- Object to our use and processing of your personal data;
- Request that we limit our use and processing of your personal data; and
- Request portability of your personal data.

You also have the right to make a complaint to a government supervisory authority.

California Consumer Privacy Act (CCPA)

The California Consumer Privacy Act (“CCPA”) requires us to provide California residents with some additional information about the categories of personal information we collect and share, where we get that personal information, and how and why we use it.

The CCPA also requires us to provide a list of the “categories” of personal information we collect, as that term is defined in the law, so, here it is. We collect the following categories of personal information from California residents, depending on the Services used:

- Identifiers (like your name, contact information, and device and online identifiers);
- Commercial information (your billing information and subscription history, for example);
- Characteristics protected by law (for example, you might provide your gender as part of a research survey for us);
- Internet or other electronic network activity information (such as your usage of our Services, like the actions you take on Optakit’s services);
- Geolocation data (such as your location based on your IP address);
- Audio, electronic, visual or similar information (such as your profile picture, if you uploaded one);
- Professional or employment-related information (for example, your company and team information or information you provide in a job application); and
- Inferences we make (such as likelihood of retention or attrition).

You can find more information about what we collect and sources of that information in the Information We Collect section above.

We collect personal information for the business and commercial purposes described in the How and Why We Use Information section. And we may share this information with the categories of third parties described in the Sharing Information section.

If you are a California resident, you have additional rights under the CCPA, subject to any exemptions provided by the law, including the right to:

- Request to know the categories of personal information we collect, the categories of business or commercial purpose for collecting and using it, the categories of sources from which the information came, the categories of third parties we share it with, and the specific pieces of information we collect about you;
- Request deletion of personal information we collect or maintain;
- Opt out of any sale of personal information; and
- Not receive discriminatory treatment for exercising your rights under the CCPA.

Contacting Us About These Rights

You can usually access, correct, or delete your personal data using your account settings, but if you aren't able to or you'd like to contact us about one of the other rights, scroll down to "How to Reach Us" to, well, find out how to reach us.

When you contact us about one of your rights under this section, we'll need to verify that you are the right person before we disclose or delete anything. For example, if you are a user, we will need you to contact us from the email address associated with your account. You can also designate an authorized agent to make a request on your behalf by giving us written authorization. We may still require you to verify your identity with us.

Controllers and Responsible Companies

Optakit Inc's Services are US-based. Optakit Inc is the only company responsible for processing information of the individual using our Services.

How to Reach Us

If you have a question about this Privacy Policy, or you would like to contact us about any of the rights mentioned in the Your Rights section above, please contact us through email at connect@optakit.com. This is the fastest way to get a response to your inquiry, but you can also contact us by telephone at 1-314-960-3431.

Privacy Policy Changes

Although most changes are likely to be minor, Optakit may change its Privacy Policy from time to time. Optakit encourages visitors to frequently check this page for any changes to Optakit's Privacy Policy. If we make changes, we will notify you by revising the change log below, and, in some cases, we may provide additional notice (like adding a statement to our homepage or sending you a notification through email or our website). Your further use of the Services after a change to our Privacy Policy will be subject to the updated policy.