

YES ON MEASURE U – PRIVACY POLICY

Effective: September 3, 2026

This Privacy Policy (“Policy”) applies to Yes on Measure U (“Yes on Measure U,” “we,” “our,” or “us”) and the website wcseniorhousing.org (the “Website”), as well as any related online properties, social media pages, communications, or other online services that link to this Policy (collectively, the “Services”).

This Policy applies when you interact with us through our Services or anywhere this Policy is presented or linked. It does not apply to third-party websites, applications, or services that may link to or from our Services. Please review the privacy policies of those third parties directly to understand their privacy practices.

We may change this Policy from time to time. If we do, we will post the updated version on the Website.

1. Information We Collect

We may collect information directly from you, automatically when you interact with our Website, and from third parties. We may combine information collected through the Services with other information available to us.

We may also use and share information that has been aggregated or de-identified so that it cannot reasonably be used to identify an individual.

Information You Give Us

You may provide information to us directly, including:

- Contact information, such as your name, email address, mailing address, or telephone number.
- Information you provide through contact forms, sign-up forms, surveys, petitions, or other forms available through the Website.
- Information contained in communications you send to us.
- Information you make available to us through social media platforms.
- Any other information you choose to submit to us.

Information We Collect Automatically

We and service providers working on our behalf may use cookies, log files, pixels, analytics tools, or similar technologies to collect information about how you interact with our Website, including:

- Device information, including IP address, device identifiers, operating system, and web browser information.
- Usage and analytical information, including pages visited, links clicked, time spent on the Website, and other interactions with our Services.
- Diagnostic information, including web traffic logs and information about Website performance.
- Advertising information, including identifiers that may help us understand the effectiveness of online advertising or communications.

Third-party analytics, advertising, or social media providers may also collect information when you visit our Website or interact with content related to Yes on Measure U on other websites or platforms.

Information We May Collect From Other Sources

We may receive information about you from third-party sources, including:

- Contact or demographic information.
- Information you have made publicly available.
- Information about your interaction with advertisements, social media content, or communications related to Yes on Measure U.
- Information provided by vendors or service providers that assist us with communications, analytics, outreach, or Website operations.

2. How We Use Your Information

Website and Service Functionality. To operate, maintain, and provide the Website and related Services.

Communications. To respond to questions, comments, requests, or other communications you send to us and to provide information or updates related to Measure U.

Community Outreach. To communicate information regarding Measure U, senior housing, community issues, events, meetings, campaign activities, or related matters.

Website Improvement. To understand how visitors use the Website, improve its functionality and content, and evaluate the effectiveness of our communications and outreach.

Advertising and Outreach. To communicate with audiences who may be interested in Measure U, personalize or measure online advertising, and evaluate the effectiveness of advertising and outreach efforts.

Security. To protect and secure our Website, systems, information, and operations and to detect, investigate, or prevent fraudulent, unauthorized, or illegal activity.

Legal Compliance. To comply with applicable laws, regulations, legal processes, subpoenas, court orders, or lawful governmental requests.

3. How We Share Your Information

We may share information we collect with the following categories of recipients:

Service Providers. We may engage vendors and service providers to perform functions on our behalf. These may include:

- Website hosting, design, and maintenance providers.
- Email and communications platforms.
- Data storage and information technology providers.
- Analytics providers.
- Marketing, advertising, and outreach providers.
- Professional consultants and advisors.
- Security and fraud-prevention providers.

These service providers may receive information from us or collect information directly when necessary to perform services on our behalf.

Online Advertising and Analytics Partners. We may work with companies that help us understand Website traffic, conduct outreach, advertise online, and measure the effectiveness of communications or advertising.

Social Media Platforms. If you interact with Yes on Measure U through a social media platform or interact with social media features available through our Website, the applicable platform may collect information about your activity. Please review the privacy policies and settings of the applicable social media platforms for more information.

Government Entities and Law Enforcement. We may disclose information when we believe in good faith that disclosure is legally required or appropriate to comply with lawful subpoenas, warrants, court orders, regulatory requirements, or law enforcement requests, or when necessary to protect our rights, property, systems, or the safety of others.

Organizational Changes. If responsibility for the Website or Yes on Measure U's activities is transferred or reorganized, information may be transferred as part of that transition where permitted by law.

4. Security

We use reasonable physical, technical, and administrative safeguards designed to protect information collected through our Services.

However, no website, electronic transmission, network, server, or data storage system can be guaranteed to be completely secure. We therefore cannot guarantee the absolute security of information transmitted to or collected through the Website.

5. Your Options and Rights Regarding Your Information

Email Communications

If you receive promotional or informational email communications from us and no longer wish to receive them, you may use the unsubscribe option included in applicable emails or contact us directly.

Cookies and Advertising Choices

You may have options to limit information collected through cookies and similar technologies.

You may disable or restrict cookies through your browser or device settings. Please be aware that disabling certain cookies may affect the functionality of portions of the Website.

You may also have choices available through applicable advertising and privacy organizations or through the privacy settings provided by advertising and social media platforms.

If the Website provides a cookie settings or consent tool, you may also use that tool to manage applicable preferences.

Even after opting out of personalized advertising, you may continue to see advertisements; however, those advertisements may be less tailored to your interests.

Do Not Track

Some browsers and devices offer “Do Not Track” functionality. Because there is not currently a universally accepted standard for responding to these signals, our Website may not respond to all Do Not Track signals. Other privacy choices described in this Policy will continue to apply.

6. Data Retention

We may retain personal information for as long as reasonably necessary to fulfill the purposes for which it was collected, comply with applicable legal or regulatory requirements, meet legitimate operational needs, resolve disputes, enforce agreements, or address actual or anticipated legal proceedings or investigations.

7. Information About Children

The Website is intended for a general audience and is not directed toward children under the age of 13.

We do not knowingly collect personal information directly from children under 13. If we learn that we have inadvertently collected personal information from a child under 13 without appropriate authorization, we will take reasonable steps to delete that information as required by applicable law.

8. California Privacy Rights

California residents may have certain rights regarding their personal information under applicable California law.

California's “Shine the Light” law may permit California residents to request certain information regarding disclosure of certain categories of personal information to third parties for their own direct marketing purposes.

Yes on Measure U does not sell personal information in exchange for monetary compensation.

Where required by applicable law, California residents may submit requests regarding their personal information by contacting us using the information provided below.

9. Third-Party Websites and Services

Our Website may contain links to websites, social media platforms, or other online services operated by third parties.

Yes on Measure U does not control the privacy practices of these third parties. This Policy does not apply to information collected by third-party websites or services, and we encourage you to review their privacy policies before providing personal information.

10. Contact Information

Please contact us if you have questions about this Privacy Policy or would like to make a request regarding information covered by this Policy.

Yes on Measure U

Website: wcseniorhousing.org

Email: info@wcseniorhousing.org