



Data Protection Policy

Intention

Gather the Women Global Matrix (GTWGM) is a 501(c)(3) organization with non-profit status in the United States and is an International organization subject to regulations as a corporation. These include, but are not limited to, the Federal Trade Commission (FTC) and International Regulations such as the Global Data Protection Regulations (GDPR).

The GDPR and the FTC have regulations governing the use of personal data any organization or business collects, uses, processes, or retains. The [FTC's CAN-SPAM Rule \(2019\)](#) and the GDPR define personal data as: "any information that relates to an individual who can be directly or indirectly identified. Names and email addresses are obviously personal data. Location information, ethnicity, gender, biometric data, religious beliefs, web cookies, and political opinions can also be personal data. Pseudonymous data can also fall under the definition if it's relatively easy to ID someone from it." (<https://gdpr.eu/what-is-gdpr/>)

Gather the Women currently utilizes multiple resources and vehicles to store and use this data. It is necessary as a corporation that GTWGM has policies in place to protect our members, their information, and our organization.

The Communications and Marketing Circle (C&M), in conjunction with all Conveners, make the following recommendations:

Access

Personal Data and information collected as it relates to finances shall be under the protection of the **Treasurer Convener**. Paper records will be kept in a secure location, and all electronic information such as [PayPal](#) or [Eventbrite](#) will be stored according to the guidelines set forth by those agencies.

Email addresses and other contact information that is shared through Bonterra, Eventbrite, or other channels is considered confidential information. This information will be under the protection of the **Communications and Marketing Circle (C&M), in conjunction with all Conveners, who will have access to the lists as it pertains to their position.**

Members of the C&M and the above-mentioned Conveners affirm that their access to the personal and protected membership information will only be accessed or utilized for the Soul purpose of GTWGM.

WIX Website Development & Delivery Platform

GTW uses WIX as our website development and delivery platform. We utilize WIX analytics to collect, report, and analyze data generated by users who visit and interact with our website so we can measure user behavior, optimize the website's user experience, and provide insights that include overall traffic, bounce rate, traffic sources, new and returning visitors, and time spent on the site. Data collected will be stored according to the guidelines set forth by [WIX](#).



The Bonterra platform is a vehicle used to gather and hold our contact database which we will use to share information with members via email.

Intention

The email list, currently hosted through Bonterra, is a way for us to reach the members that we serve. This tool will serve two purposes: to increase education and awareness of Gather the Women Global Matrix (GTWGM) programs and maintain communication between the leadership of GTW and all the women within the Sacred Mandala. The intention behind the use of an email list is to maintain communication without overwhelming members with emails or information.

Membership on the email list

Individual women may sign up for our list at any time. Individual circles may use a “subset” of this list such as the book club to email members regarding upcoming events or meetings. To unsubscribe from the main listing will automatically remove a member from any subsequent listings. We can maintain or increase our email list by:

- Increasing awareness of our email list in a monthly Facebook post and
- Maintaining a presence on the website to offer list membership sign-up.

Bonterra has [protections and requirements](#) for safeguarding information within their system. Circles that need to have an email sent to their subset will contact the C&M and the email will be prepared and scheduled in Bonterra to be delivered when needed.

Newsletters

The Communications and Marketing Circle will oversee the creation and implementation of a newsletter sent to the email listing twice a month. The goal is to provide a consistent sharing of information to the whole list that can be expected in a routine manner by all members of the list.

The entire mailing list will receive no more than three emails a month.

Members will receive a newsletter on the 1st and 3rd Wednesday or Thursday of the month. The third message will be set aside for emergencies or important notices upon approval by the Conveners Circle, the Matrix Convener, or the C&M.

Hootsuite

GTW uses Hootsuite to manage our social media, marketing, and advertising campaigns; engage with our audiences, schedule and publish messages, manage customer care communications, and analyze the results of these activities. Any collection, use, and management of personal information by the social networks, including Facebook, Instagram, and Threads (collectively, the “Social Networks”) are governed by their respective privacy policies and terms. Data collected will be stored according to the guidelines set forth by [Hootsuite](#).



Zoom

Zoom will notify all present persons that they are being recorded and they can choose not to be. If someone chooses not to be recorded, they will be removed from the meeting. Zoom has a privacy policy that can be found [HERE](#). Additionally, our Circle principles state that what is spoken in circle is confidential. All non-working circles will not be recorded, under any circumstances, as those circles hold shares and discussions that are intended solely for those present and will remain confidential.

The Convener's Circle, and working circles, may opt to record meetings for the purpose of checking minutes or for missing members to maintain the flow of information. These recordings will only be used for that purpose, and deleted once they are no longer needed.

Eventbrite

Eventbrite is a platform that provides the services and means to manage event registration. This platform has its own privacy policies for both US and International regulations. These can be found at ([Eventbrite Privacy Policy](#) and [Data Protection](#)).

Information gathered through Eventbrite will only be used for the following purposes: The Annual Gathering, organized series, and other sessions as necessary. The C&M will maintain access to this service and will assist Circles in setup for events. The C&M will pass along pertinent information as necessary with the accordance of this policy.

Circle of Stones Exception

The Circle of Stones has an existing contact list. This list will be an exception to the policy as it is considered a public list with public information. The Circle of stones will use the disclaimer below to continue its usage.

Disclaimer and Informed Consent

Gather the Women values your personal data and strives to protect every Sister's information. As of 3/22/21 a Data Protection Policy was approved by the Conveners Circle. Originally the Circle of Stones Communication list was created as a means for sisters to communicate outside of the circle. As of 3/26/2021, Circle of Stones Contact information is considered a public list with public information. This means this list is not covered by the GTWGM Data Protection Policy and any information on the list may be used by any member of the list. This communication list is for direct and personal contact between circle of stones participants only. This list will only be shared to those women who are on the Stones list.

Any woman may opt in to this contact list by emailing gatherthewomen444@gmail.com

Any woman may opt out of the list at her own discretion. To opt out of this list, please contact: gatherthewomen444@gmail.com

To receive general information for Gather the Women please register on our website to be included in our general mailing list.

**The original Policy was approved on March 22, 2021, by the Convener's Circle.
Updated and approved by the Convener's Circle on June 1, 2024**