Privacy Policy

Effective Date: April 7, 2025

Del Paso Boulevard Partnership ("we", "us", or "our") is committed to protecting your privacy online and offline. We respect your privacy and are committed to safeguarding any personal information (“Personal Information”) that you provide to us. This Privacy Policy (“Policy”) explains what information we collect, how we use it, and your rights in relation to that information.

We reserve the right to update this Policy at any time without prior notice. Any changes will be posted on this page. By using our website or participating in our programs, you acknowledge that you have read, understood, and agree to be bound by this Policy. If you do not agree, please do not use our site or services.

If you have any questions about this Policy, contact us at [info@delpasoblvd.com](mailto:info@delpasoblvd.com).

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What Personal Information Do We Collect?

Information you provide directly:

We collect information you voluntarily provide through our website, email, forms, events, surveys, and direct communication. This may include:

• Full name

• Business name

• Email address

• Phone number (including mobile numbers)

• Mailing address

• Areas of interest, business type, or other demographic details

This information may be submitted through newsletter sign-ups, event RSVPs, feedback forms, blog subscriptions, or other contact forms on our site.

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How We Use Your Information

We use Personal Information to:

• Share updates via email newsletters, event invites, blog posts, and district announcements

• Send community alerts, public safety notifications, and important district communications

• Provide business resources and information about available programs

• Notify you of new blog content, funding opportunities, and business tools

• Improve website performance and communications strategy

• Analyze data in aggregate to inform our programming and reporting

We do not sell or rent your Personal Information. We may share anonymized, aggregated data with partners for community development or research purposes.

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SMS Communications

If you opt in to receive SMS (text) messages, you agree to receive notifications from Del Paso Boulevard Partnership about:

• Community safety updates and real-time alerts

• Upcoming events, opportunities, or meetings

• New blog or newsletter content

• Program launches and important district news

SMS Terms:

• Message Frequency: Varies based on district activity and alert level

• Message & Data Rates: May apply based on your mobile plan

• Opt-Out: You may unsubscribe at any time by replying STOP

• Support: Text HELP or email [info@delpasoblvd.com](mailto:info@delpasoblvd.com)

• Voluntary Consent: SMS participation is optional

• Privacy: Your phone number is not shared or sold and is only used for DPBP communications

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Email Newsletters & Blog Updates

When you subscribe to our email newsletter or blog, we collect your name and email address to keep you informed about:

• District news and project updates

• Stories from local businesses and entrepreneurs

• Resources and grant opportunities

• New blog posts and stakeholder features

• Monthly/quarterly newsletters and event roundups

You may unsubscribe from email communications at any time by clicking the unsubscribe link included in all emails.

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External Links

Our website and emails may contain links to third-party websites or tools. This Privacy Policy does not apply to those external platforms. We encourage you to read the privacy policies of any third-party site before submitting your information.

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How We Protect Your Information

We use industry-standard safeguards to protect your Personal Information from unauthorized access or misuse. These include:

• Secure data storage and access controls

• Regular system monitoring

• Best practices for handling sensitive data

You can help protect your information by:

• Logging out of shared computers

• Using strong passwords

• Avoiding sensitive information sharing on public networks

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Terms of Use

By using our website or subscribing to our services, you agree to our Terms of Use. Del Paso Boulevard Partnership reserves the right to restrict access for violations of our terms or misuse of our services.

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Contact Us

Del Paso Boulevard Partnership

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