Privacy Policy

1. Introduction

Unlock Alabama is a grant-funded program operated by Innovation Portal, Inc. ("Innovation Portal"), a 501(c)(3) nonprofit organization located at 358 St. Louis St., Mobile, AL 36602. Throughout this Policy, "we," "us," and "our" refer to Innovation Portal, Inc. in its capacity as the operator of the Unlock Alabama program. We are committed to protecting your personal information and being transparent about how we collect, use, and share it.

This Privacy Policy applies to information collected through UnlockAlabama.org (our "Site"), our application forms, our community platform (Skool), our email communications, and any related programs or events, including the Builder Summit. By using our Site or submitting an application, you agree to the practices described in this Policy.

2. Information We Collect

A. Information You Provide Directly

We collect information you submit through our Guide (mentor) and Builder application forms, community signup, and email subscriptions. This may include:

- Full name
- Email address
- Phone number
- City and state of residence
- LinkedIn profile URL and other social media links
- Areas of expertise or interest
- Business idea, project description, or professional background
- Team member information (if applying as a team)
- Short biography or personal statement
- Video submissions (optional, for Builder applicants)
- Device access information (e.g., phone, tablet, laptop)
- AI experience level
- How you heard about Unlock Alabama

We also collect emails when you join our Skool community platform and when you subscribe to our email list via Mailchimp.

B. Age-Related Information

Our program is designed for Alabama residents and students between the ages of 18 and 29. Age eligibility is self-reported through our application process. We do not independently verify age.

C. Automatically Collected Information

When you visit UnlockAlabama.org, we and our third-party partners automatically collect certain technical and behavioral information, including:

- IP address and approximate location
- Browser type and operating system
- Pages visited, time spent on pages, and referring URLs
- Device type and screen resolution
- Interactions with our website content and advertisements

This information is collected through cookies, pixels, and similar tracking technologies, including Google Analytics and the Meta Pixel (described in Section 5).

3. How We Use Your Information

We use the information we collect to:

- Review and process Guide and Builder applications
- Communicate with applicants and participants about program details, schedules, and updates
- Send email newsletters, program announcements, and event information via Mailchimp
- Build and manage our community on Skool
- Display and match Guides with Builder cohorts
- Measure and improve program effectiveness
- Plan and execute program events, including the Builder Summit
- Comply with our grant reporting obligations to Innovate Alabama
- Analyze website traffic and improve our Site through Google Analytics
- Deliver and optimize advertisements on Meta platforms (Facebook, Instagram) using the Meta Pixel
- Respond to your inquiries or requests

4. How We Share Your Information

We do not sell your personal information. We may share your information in the following circumstances:

- With program staff, contractors, and volunteers who need it to operate Unlock Alabama
- With our third-party service providers listed in Section 5
- With Innovate Alabama, as required by our grant agreement, for reporting and compliance purposes
- Within the Unlock Alabama community (e.g., Guide bios displayed to Builder participants, with your consent)
- If required by law, legal process, or to protect the rights and safety of our organization or others

5. Third-Party Services and Tracking Technologies

A. Google Analytics

We use Google Analytics to understand how visitors interact with our Site. Google Analytics collects data such as pages visited, time on site, and general geographic location. This data is aggregated and does not identify you personally. Google may use this data in accordance with its own privacy policy, available at policies.google.com/privacy.

You can opt out of Google Analytics tracking by installing the Google Analytics opt-out browser add-on at tools.google.com/dlpage/gaoptout.

B. Meta Pixel (Facebook/Instagram)

We use the Meta Pixel on our Site to measure the effectiveness of our advertising on Facebook and Instagram, build custom audiences, and optimize ad delivery. The Meta Pixel may collect information about your activity on our Site (such as pages visited and actions taken) and associate it with your Meta account if you are logged in.

We may use this data to run retargeting campaigns and reach people with similar interests to our existing audience ("lookalike audiences"). Meta's data practices are governed by Meta's Privacy Policy, available at facebook.com/privacy/policy.

You can manage your Meta ad preferences at facebook.com/ads/preferences. You can also opt out of interest-based advertising through the Digital Advertising Alliance at optout.aboutads.info.

C. Mailchimp

We use Mailchimp (operated by Intuit Inc.) to manage our email list and send communications. When you subscribe to our email list or submit an application, your email address and name may be added to our Mailchimp account. Mailchimp's privacy policy is available at mailchimp.com/legal/privacy.

You may unsubscribe from our marketing emails at any time by clicking the "unsubscribe" link in any email we send you.

D. Skool

Our community platform is hosted on Skool (skool.com). When you create a Skool account or join our community, Skool collects information in accordance with their own Privacy Policy, available at skool.com/privacy. We collect your email address through Skool's onboarding process. Your participation in the Skool community, including posts and messages, may be visible to other community members.

6. Cookies

Our Site and third-party services use cookies and similar technologies to function, analyze traffic, and deliver personalized advertising. Types of cookies used include:

- Essential cookies: Required for the Site to function properly
- Analytics cookies: Used by Google Analytics to measure Site performance
- Advertising cookies: Used by the Meta Pixel to track ad campaign performance and support retargeting

You can control cookies through your browser settings. Please note that disabling certain cookies may affect the functionality of our Site. For more information about managing cookies, visit allaboutcookies.org.

7. Your Choices and Rights

Depending on your location and applicable law, you may have the right to:
- Access the personal information we hold about you
- Request correction of inaccurate information
- Request deletion of your personal information
- Opt out of marketing emails (via the unsubscribe link in any email)
- Opt out of Meta ad tracking (via Meta's ad preferences)
- Opt out of Google Analytics (via the opt-out browser add-on)

To exercise any of these rights or ask questions about your data, contact us at info@unlockalabama.org.

8. Data Retention

We retain personal information for as long as necessary to fulfill the purposes described in this Policy, comply with our grant obligations (records must be kept for at least five years per our Innovate Alabama grant agreement), and as required by law. Application data from individuals not accepted into the program will be retained for program planning purposes and may be deleted upon request.

9. Security

We take reasonable measures to protect your personal information from unauthorized access, disclosure, or misuse. However, no method of transmission over the internet or electronic storage is completely secure, and we cannot guarantee absolute security.

10. Children's Privacy

Unlock Alabama is intended for individuals 18 years of age and older. We do not knowingly collect personal information from anyone under 18. If you believe we have inadvertently collected information from someone under 18, please contact us at info@unlockalabama.org and we will promptly delete it.

11. Changes to This Policy

We may update this Privacy Policy from time to time. We will post the updated Policy on our Site with a revised effective date. We encourage you to review this Policy periodically.

12. Contact Us

If you have questions, concerns, or requests related to this Privacy Policy, please contact us:

Unlock Alabama / Innovation Portal, Inc.
358 St. Louis St., Mobile, AL 36602
Email: info@unlockalabama.org
Website: UnlockAlabama.org