

## **Privacy Policy**

This privacy policy (“Policy”) sets out how The Karen Wellington Foundation (“KWF”) uses and protects the personal information you provide on the KWF website (hereinafter, the “KWF Site” or the “Site”).

KWF is committed to protecting your privacy. Accordingly, any personally identifiable information provided by you to us when you use this Site shall be used in accordance with the conditions outlined in this Policy. However, this Policy applies only to information collected by the KWF Site and does not protect information you post to public areas or third-party websites, except as set forth herein. This Policy imposes no duties on KWF not imposed by state, federal, or other applicable law.

KWF may change this Policy periodically by updating this Site. You should check this page from time to time to ensure that you continue to agree with the terms of this Policy.

The Site is owned and operated by KWF. Any inquiries about this Policy should be directed to KWF at [info@KarenWellingtonFoundation.org](mailto:info@KarenWellingtonFoundation.org), 1-513-300-4921, or by mail to:

The Karen Wellington Foundation  
Attn: Privacy  
P.O. Box 54271  
Cincinnati, OH 45255

### **The Information We Collect**

This notice applies to all information collected or submitted on the Site. That information may include: personally identifiable information and data such as your name, birth date, e-mail address or mailing address, and any other information or data that is identified with you personally (“PII”). PII may also include personal health information, such as your healthcare provider and information about medical conditions.

While using the KWF Site, you may have the opportunity to nominate yourself or someone else for a vacation or other gift, order products, make requests, and post content. Accordingly, you may be asked to provide certain types of PII, such as:

- Name
- Postal address
- Email address
- Phone number
- Birth date
- Medical team information
- Breast cancer stage and date of diagnosis

You may also make donations via the Site and may be asked to provide some of the information listed above, as well as credit card information, depending on the specific type of donation.

Any PII you provide is voluntary or is necessary for the identified purposes for which it is to be used. Sensitive PII is only collected if you affirmatively choose to provide it where applicable. You have no obligation to provide the information requested on any KWF form, but the failure to do so can

impact KWF's ability to consider or respond to your nomination, request, question, or other communication.

### **Use of Personally Identifiable Information (PII)**

KWF takes your privacy very seriously. Accordingly, we agree that we will only use the information you provide for the following specific purposes: to sell event tickets and accept donations, to improve the content and overall look and feel of our Site and services; to respond to your inquiries or requests for information; and to provide you promotional messages, surveys, and targeted advertising, unless you have opted out of receiving it.

We agree that we will not share, sell, rent, or otherwise distribute your PII with outside parties, except to provide products or services you've requested through us or to suppliers performing services for us, including for example, companies that host our data services, process payments, deliver communications on our behalf, fulfill our programs, operate apps or plug-ins on our behalf, or perform analytics (as described below). We may also provide your PII in response to a validly-issued subpoena, court order, or other legal process, or when necessary to establish or exercise our legal rights or defend against legal claims made by you or on your behalf. Our affiliates and third-party providers use any such PII and data you have provided in accordance with this Policy, may need PII to perform their functions, and may use this PII to contact you in the future to tell you about products or services we believe will be of interest to you (unless you have opted out of receiving it). These companies are not authorized to use the information we share with them for any other purpose.

Finally, we agree that we will never use or share the PII provided to us by you in any way that violates or is otherwise unrelated to the means described in this Policy, without also providing you an opportunity to opt-out or otherwise prohibit such unrelated uses.

### **Opt-Out Policy**

To unsubscribe or "opt-out" from our e-mailings (except important system and content update information detailed below), you may click on the Unsubscribe link in an email you have received from us or by sending an email to [info@KarenWellingtonFoundation.org](mailto:info@KarenWellingtonFoundation.org), including your name and the email address you'd like to unsubscribe with directions to unsubscribe you.

**Please note:** You may not unsubscribe from receiving service announcements and important content update information regarding the Site, including but not limited to: emails relating to purchases such as receipts and order confirmations, service and account changes, Site upgrades, and site cancellation or business termination information.

### **California – Additional Privacy Rights**

California's "Shine the Light" law, Civil Code Section 1798.83, allows California residents to request certain information regarding our disclosure of PII to third parties for direct marketing purposes. Please contact us at [info@KarenWellingtonFoundation.org](mailto:info@KarenWellingtonFoundation.org) to request information as permitted by California law. When contacting us, please indicate your name, address, email address, and details regarding your specific request, such as the PII you do not want us to share with suppliers, affiliates, or third parties. The request should be sent to us at [info@KarenWellingtonFoundation.org](mailto:info@KarenWellingtonFoundation.org), or to our mailing address set forth herein, Attn: Privacy, and labeled "California Customer Choice Notice." Please allow 30 days for a response. Also, please note that there is no charge for controlling the sharing of your PII or requesting this notice.

## **Cookies**

A cookie is a small file placed on the hard drive of your computer. Most websites use cookies. We will use cookies to track your use of the Site and the services we offer and sell and provide you with a more personalized user experience.

Please note: No PII is collected with the cookies that we set. Accepting cookies while on the Site will not put the user at risk for marketing to other sites.

## **Web Statistics & Shared Data**

We collect and use IP addresses to analyze trends, administer the site, track user movement, and gather broad aggregate demographic information. IP addresses are not linked to PII.

From time to time, we may use non-identifiable aggregate information to better design our Site and to share with select advertising partners, sponsors, and/or affiliates. For example, we may tell an advertiser that X number of individuals visited a certain area on our Site, or that Y number of men and Z number of women filled out our registration form, but we would not disclose anything that could be used to personally identify those individuals.

## **Analytics**

We partner with third-party suppliers to engage in analytics, analysis, auditing, measurement, research, and reporting, including without limitation based on PII or other data collected over time, such as through your activity on the Site and your activity on third-party sites, mobile apps, or other online services. We may use and share your data in individual format, so long as it does not identify you, or in the aggregate for the analytics purposes as described herein. Our third-party suppliers may use various tracking tools, such as web logs or pixel tags, cookies, or other technology on your device or browser. For example, we may use Facebook, HotJar, Google Analytics (you can opt out [here](#)), and/or other third-party services to collect and help us analyze certain information as described in this Policy.

## **Data Security**

While no method of data transmission is guaranteed against unlawful third-party interception or other misuse (for example, e-mail sent to or from our Site may not be secure), KWF uses commercially reasonable efforts to ensure protection of your PII from unauthorized access, disclosure, alteration, and destruction. To prevent unauthorized access, maintain data accuracy, and ensure the correct use of information, we have established appropriate physical, electronic, and managerial procedures to safeguard and secure the information we collect online.

## **Children's Privacy**

Protecting the privacy of children is especially important to us. For that reason, we never collect or maintain information at our Site from those we actually know are under 13, nor do we allow registration of users under the age of 13. If you are under 13, DO NOT give us any PII. If you have reason to believe that a child has provided PII to KWF, contact us at [info@KarenWellingtonFoundation.org](mailto:info@KarenWellingtonFoundation.org), and we will use commercially reasonable efforts to delete that information from our databases.

## **Scope of this Agreement; Third-Party Websites**

Although this Policy applies to the entirety of information obtained by you for the purpose of accessing or using content controlled and owned by KWF, it does not apply to entities that are not owned or controlled by us.

This Site contains links to other third-party websites. Please be aware that KWF does not claim any responsibility for the privacy practices of these third-party sites. We encourage you to be aware when you leave our site and to take reasonable precautions when sharing your PII on third-party websites.

## **How to Learn More About the Information Collected**

If you have any questions or concerns about the information collected about you or this Policy, please contact us at the following email address: [info@KarenWellingtonFoundation.org](mailto:info@KarenWellingtonFoundation.org).

## **Change to Privacy Policies**

We reserve the right to change this Policy at any time without notice. Please check this page periodically for any changes. By continuing to use any of the KWF Site, you accept all such changes.

**Last updated:** 1/15/19

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