

Privacy Policy

Professional fundraiser Empowered BY... LLC (“EBL”), on behalf of United Way of New York City (collectively with EBL, “UWNYC”), has created this website to, among other things, solicit funds for the event being marketed as *March United for Public Schools*. UWNYC respects your privacy and is committed to protecting it through our compliance with this privacy policy (the “Privacy Policy”).

This Privacy Policy is designed to provide you with information about how we collect, store, and use non-personally identifiable and personally identifiable information obtained through our website, as well as how we protect children's privacy. By visiting our website, you are accepting the practices described in this Privacy Policy.

This Privacy Policy applies only to UWNYC websites (“Websites”). Any use of any of our Websites, including any dispute relating to privacy, is subject to this Privacy Policy and the applicable Terms of Use. UWNYC is not responsible for the privacy policy or content of any third party website linked to our Websites. Please check with these third party organizations or companies for their specific privacy policies.

Donor Privacy Policy

This Donor Privacy Policy supplements our Privacy Policy and sets out the basis on which any personal data we collect from you, or that you provide us as a donor, will be processed by us. We will not/do not sell, share or trade our donors' names or personal information with third parties unless they are carrying out business activities, operations, or functions on our behalf, nor send mailings to our donors on behalf of other organizations. This donor privacy policy applies to all information received by United Way of New York City, both online and offline, on any Platform (“Platform”, includes the UWNYC Websites), as well as any electronic, written, or oral communications.

Information We Collect About You

Except as specifically set forth herein, UWNYC may collect or track: (a) the email addresses of users that communicate with UWNYC via email; (b) information knowingly provided by the user in online forms, registration forms, surveys, email, and other online avenues (including, without limitation, demographic and personal profile data); (c) aggregate and user-specific information regarding which pages a user accesses; (d) the home server domain names, date and time of your visit, type of computer, the originating IP address, files downloaded, search engine used, operating system, and type of Web browser of users of our website; and (e) for users who opt-in to the Geolocation service (described in greater detail below), the location of users of the Websites (collectively, “Personal Data”).

Children's Privacy

UWNYC is committed to providing a safe, secure, online experience for children who visit our sites. We are dedicated to safeguarding any Personal Data collected online and to helping parents and children have positive experiences on the Internet.

Our Websites, services and applications are designed for and directed at people 13 years of age or older. We do not knowingly collect information from children under 13. If UWNYC learns that a child under the age of 13 has submitted personally identifiable information online in contravention of these measures, it will take all reasonable measures to delete such information from its databases and to not use such information for any purpose (except where necessary to protect the safety of the child or other as required or allowed by law). If you become aware of any personal information we have collected from children under 13, please contact us at contactus@uwnyc.org.

Children between the ages of 13 – 17 may use the Websites, but must have parent/guardian consent to register for the event and make donations online.

Log Information

Whenever you visit our Websites, our servers automatically collect and store information from your browser and we may use Google Analytics or a similar service. This information may include your IP address, browser type and language, Internet service provider ("ISP"), website request, log-in or access dates and times, the referring website address or page, the content of any undeleted cookies your browser previously accepted from our Websites, cookies that may uniquely identify your browser, platform type and number of mouse clicks. We use the aggregated information to measure the number of visits to our site, the average time spent on our site, the search performed, the number of pages viewed, and various other site statistics. The monitoring helps us to provide a more useful and engaging online experience to visitors and helps us improve the quality of our content.

Cookies

When you visit our Websites, we may assign your computer one or more cookies. Cookies are very small files with strings of characters that are placed on your computer and uniquely identify your browser. Cookies facilitate access to our Websites, allow us to save user preferences and track user trends and enhance the proper operation of our Websites and your online experience. Please note that through these cookies, we may automatically collect information about your online activity on our Websites such as searches you conduct and services you use on our Websites and the links you click. The cookies will only be used to obtain non-personal information to improve your online experience. No other information is stored in these cookies. You can always set your browser to warn of cookies being placed, and then choose which cookies to accept.

Web Beacons

Our Websites may use web beacons. Web beacons are small transparent graphic images often used in tandem with cookies to track your use of the website and enhance your individual

online website experience by collecting a limited set of information about website visitors. Web beacons may also be used in e-mail communications in order to understand user behavior, such as whether messages have been opened and acted upon.

Your Communications

When you send an e-mail to our webmaster or a message through our Websites, we store those communications in order to respond to your inquiries and enhance user service.

Links to Internal Webpages

Links on our Websites may be formatted in a manner that enables us to track who is clicking the links by IP address, as well as when and how often the links are clicked in order to improve our content and service.

Links to Other Sites

Our Websites may contain links to third party websites operated by individuals or organizations unrelated to our organization. Please be aware that we are not responsible for the privacy practices of any third party websites and any information you disclose through those third party websites is not subject to this Privacy Policy. It is possible that these links may be used by third parties or others to collect personal or other information about you. These linked websites are for your convenience only and you access them at your own risk. It is your sole responsibility to review the privacy policies posted on such third party websites prior to using them.

Ways Information About You is Used

Personal Data collected by UWNYP may be used by UWNYP for many reasons, for example, for record-keeping, editorial and feedback purposes, marketing and promotional purposes, statistical analysis of users' behavior, product development, content improvement, or to customize the content and layout of the site. Aggregate data on users' home servers may be used for internal purposes, and individually identifying information, such as names, postal and email addresses, phone numbers, and other personal information which users voluntarily provide to UWNYP may be added to UWNYP's databases and used for future calls and mailings regarding updates to the site, new products or services, and upcoming events. UWNYP also may use user data to contact users of the Websites regarding registration and account status and changes to the Websites' Terms of Use or Privacy Policy or any other policies or agreements relevant to users of the Websites.

We may acknowledge you by name for your donation. We may also use your information to help respond to your inquiries.

Security Procedures To Protect Your Information

We take commercially reasonable steps to protect your information from loss, misuse, and alteration while under our control. Payment card information is transferred with SSL encryption to a third party processor, and that information is not stored by us. You should be aware, however, that "perfect security" does not exist on the internet, and third parties may unlawfully intercept or access transmissions or private communications. You further understand that the technical processing and transmission of any content via the Websites may

be transferred unencrypted and involve: (a) transmissions over various networks; and (b) changes to conform and adapt to technical requirements of connecting networks or devices.

Please be advised that we do not guarantee that any information sent from our Websites will be secure during transmission, nor can we guarantee the confidentiality of any communication or material transmitted to UWNYP via the Websites or the Internet in general, including, for example, personal information such as your name or address.

We require third parties who provide services to us and may have access to customer or user information (such as the third parties who provide website customer service, data collection and analytics, storage and reporting services and mail vendors) to share our commitment to maintaining your privacy and adhere to our nondisclosure requirements. However, such third parties are independent third parties over which UWNYP exercises no control. UWNYP is not responsible for, and will not be liable for, the conduct, actions, omissions, or information handling or dissemination practices of third parties. We do not under any circumstances sell or rent customer or user information to any outside company or organization nor do we permit any such organization to use customer or user information for its own business purposes.

UWNYP Site Availability

UWNYP uses reasonable efforts to ensure that the Websites are generally available. However, there will be occasions when access to the site will be interrupted or unavailable. UWNYP will use reasonable efforts to minimize such disruption where it is within its reasonable control.

You agree that UWNYP shall not be liable to you for any modification, suspension or discontinuance of the site

U.S. Residents Only

The Websites and their information are intended for use by United States residents only.

Disclosure of Your Personal Information to Third Parties

UWNYP may disclose your Personal Data to third parties not affiliated with UWNYP when: (i) the person submitting the information authorizes us to do so; (ii) sharing the information is a necessary operation of the Websites (i.e. to process credit card information); (iii) a corporate transaction is or reasonably may be entered into by UWNYP, such as, for example, a merger, consolidation, acquisition, or asset purchase, in which case your information may be part of the transferred assets, or (iv) we are required to do so by law or in the good faith belief that such action is necessary to (a) conform to the edicts of the law or comply with legal process served on UWNYP or its Websites, (b) protect and defend the rights or property of UWNYP, the Websites, or the visitors to the Websites, and/or (c) prevent or mitigate harm or potential harm or damage to any type to visitors to the Websites or public. We also reserve the right to share with third parties certain pieces of aggregated, non-personal information.

Your Choices About Your Information

Except as necessary for UWNYP to provide the services, information, or products requested by a registered user, by updating the profile preferences on the Websites, a registered user may opt out of having his or her personally identifiable information, which has been voluntarily provided to UWNYP, prospectively retained by UWNYP, used by UWNYP for secondary

purposes, or disclosed by UWNYP to third parties. (This does not apply to collection of the type of Web browser of the user to the Websites, or to non-identifiable user information provided or collected.)

To make a request to “opt out,” you may write to us at:

United Way of New York City
205 E. 42nd Street, 12th Floor
New York, NY 10017
contactus@uwnyc.org

Changes to Privacy Policy

UWNYP reserves the right at any time to modify, alter or update this Privacy Policy. Your use of the Websites following any changes means that you agree to follow and be bound by the Privacy Policy as changed. Any change to this Privacy Policy shall be effective to any user who has visited the Websites. It is the obligation of users visiting the Websites before the change to learn of any changes to the Privacy Policy since their last visit.

If you have any questions or concerns about this Privacy Policy, the practices of our Websites or your dealings with our Websites, please contact contactus@uwnyc.org.

This Privacy Policy was last revised on August 30, 2018.