

## **PRIVACY POLICY**

This privacy policy (this “Privacy Policy”) tells you about the information that Elevate Your G.A.M.E., a California nonprofit corporation (“EYG,” “we” or “our”) collects in connection with the operation of its website located at [www.elevateyourgame.org](http://www.elevateyourgame.org) (the “Site”), how the information is used and how you can access and correct certain information that we may collect.

**ATTENTION: PLEASE READ THIS PRIVACY POLICY CAREFULLY BEFORE USING OR SUBMITTING INFORMATION TO THE SITE. BY USING THE SITE, YOU INDICATE THAT YOU ACCEPT THIS PRIVACY POLICY AND THE TERMS OF USE. WHENEVER YOU SUBMIT INFORMATION VIA THE SITE, YOU CONSENT TO THE COLLECTION, USE AND DISCLOSURE OF THAT INFORMATION IN ACCORDANCE WITH THIS PRIVACY POLICY. IF YOU DO NOT ACCEPT THIS PRIVACY POLICY AND THE TERMS OF USE, DO NOT USE THE SITE.**

This Privacy Policy applies only to information collected from you by EYG via the Site and does not apply to information obtained or disclosed through offline correspondence or personal contacts with EYG representatives. Further, the Site may contain links to other entities’ websites that are not controlled or operated by EYG (including, without limitation, third party advertisers). This Privacy Policy does not apply to such third party websites, and EYG is not responsible for the content of such third party websites or the privacy practices of such third parties (including, without limitation, third parties’ use of cookies, pixel tags and other technologies). Therefore, we encourage you to request and review the privacy policies of any third parties prior to disclosing your information to such parties or upon visiting such third party websites.

This Privacy Policy is effective as of December 18, 2015 (the “Effective Date”).

### **INFORMATION COLLECTED AND HOW WE USE IT**

#### *Personally Identifiable Information*

We collect and store information that you provide voluntarily when using this Site that can identify you as a specific individual, including your name, address, email, telephone number and Cardholder Data (as defined below) (“Personal Information”). EYG only collects Personal Information that is voluntarily provided by visitors to the Site. We may use Personal Information as provided in the paragraph of this Privacy Policy entitled “Use And Disclosure of Your Personal Information”. We may also combine the Personal Information you provide with other generally or publicly available information to help us identify visitors’ preferences or interests.

#### *Non-Personally Identifiable Information*

When you visit any page on this Site, we use a program that monitors and evaluates this Site’s traffic. It automatically records every visitor's host, domain name, pages visited, length of user session, browser type and/or (Internet Protocol) IP address. An IP address is a number assigned to your computer by your internet service provider so that you can access the internet and is generally considered to be non-personally identifiable information because in most cases it changes each time you connect to the internet. IP addresses may be used to diagnose problems with our server, report aggregate information, determine the fastest route for your computer to use in connecting to the Site, and administer and improve the Site. Although the IP address and related information collected is stored in the server log files, no individual is authorized to access those files for any purpose other than system maintenance. We may also use this

information to help improve our Site and our services by better understanding our audience. We may also collect non-personally identifiable information in aggregate form to track data such as the total number of visitors to each page of our Site, and the domain names of our visitors' internet service providers.

#### **USE AND DISCLOSURE OF YOUR PERSONAL INFORMATION.**

Upon our collection of your Personal Information, EYG may use such Personal Information internally, separately or in combination with pre-existing information, for the following purposes:

- To provide any requested Content and improve, identify, develop and offer new or expanded Content;
- To improve upon the Site and Our Content, to troubleshoot problems with the Site or any materials offered on the Site, as requested;
- To customize your experience on the Site;
- To enforce our Terms of Use;
- To contact you with more information about EYG and its services;
- To facilitate communication between EYG and you including, without limitation, responding to your questions and comments, sending e-mails concerning our services, or to contact you for user feedback;
- To notify you about updates, products, services and/or special offers from EYG, its affiliates and selected third parties;
- To ask you to participate in brief surveys;
- To generate aggregate statistical studies and conduct research related to our products and services and the use of this Site; and
- To collect donations and maintain donor contact lists for promotional purposes.

We may also need to disclose your Personal Information to certain third parties with whom we have a direct or indirect business or contract relationship for the same purposes described above.

When you request other services, we will provide your personal data to third parties with whom we arrange for those services to be provided. We may also disclose information to third parties that provide administrative or processing services for us, for example, printing, mailing, and/or payment processing.

We may also disclose Personal Information collected on this Site, in accordance with applicable law, to assert or defend our rights and property, to prevent fraud and other prohibited or illegal activities, to collect a debt, or in response to legal processes such as subpoenas. We may also provide (or reserve the right to provide) Personal Information to credit reporting agencies and to cooperate with law enforcement authorities and other governmental authorities consistent with applicable laws.

Because non-personal information does not personally identify you, we may use or disclose such information for any purpose. In some instances, we may combine non-personal information with Personal Information (such as embedding e-mail addresses in cookies). If we do combine any non-personal information with Personal Information, the combined information will be treated by us as Personal Information in accordance with this Policy.

## **USE AND SECURITY OF CARDHOLDER DATA.**

The term “Cardholder Data” refers to the number assigned by the card issuer that identifies the cardholder’s account or other cardholder Personal Information. To the extent you make an online credit card purchase or bank ACH transfer to make a donation to EYG or otherwise, EYG will initiate a secure payment process including acquisition of your Cardholder Data, and pass that information through EYG’s third-party transaction processing service providers. After the initial purchase, your Cardholder Data (including but not limited to your card or account number, expiration date, name and address) will be stored in a secure “vault” system and used if you should decide to make another donation or purchase later.

## **COOKIES AND OTHER TECHNOLOGIES**

During the course of any visit to the Site, the pages you see are downloaded to your computer. We also utilize various publicly available tools and work with third parties (i.e. Twitter, Facebook, Google) to collect mostly anonymous data (though in some limited cases, Personal Information or metadata in the form of user-specific or audience-specific data).

We use this collective data specifically, as well as in the aggregate, for the purposes of conversion tracking and serving relevant, targeted, information, experiences or advertisements, to certain types or groupings of users, up to and including individual users based on their expressed or inferred interests and publicly-supplied preferences.

You can opt out of interest-based advertising or other such third-party tracking mechanisms through any methods that the third-party tools provide as a part of their services. These third-party opt-out techniques may change or be modified by any third party in accordance with their own privacy policy and terms of service, so it is your sole responsibility to verify your privacy and shared information settings with all third party services, and maintain those settings as they are updated.

We cannot modify or otherwise control or exclude the information, Personal Information, or other metadata supplied to us by third parties as a result of our use of their services.

In addition, "cookies", or other similar anonymous tracking information may be downloaded to your computer during your visit to the site. Cookies are small pieces of information that are stored by your browser on your computer's hard drive. These cookies specifically do not contain or collect any Personal Information, and you can set your browser to not accept cookies if you wish. However, if you choose to set your browser to not accept cookies, it may prevent us from providing some features of the Site to you, or at the very least, degrade the overall Site experience.

We may automatically collect Site usage information, such as the numbers and frequency of users to the Site, pages visited and similar data. This data is used in the aggregate, that is, as a statistical measure, and not in a manner that is intended to identify you personally whenever possible. Aggregate information may be collected through the use of cookies as discussed above. This aggregate information helps us assess and improve your experience. This type of aggregate information may be shared with third parties at any time.

## **CHOICE TO OPT-OUT AND ACCESS TO YOUR INFORMATION**

When you email us or register with us, you will have the ability to opt-out of receiving certain communications from EYG, including voicemail or e-mail. If you do not opt-out, but later decide that you would prefer not to receive e-mail communications from EYG, please contact the Executive Director at [info@elevateyourgame.org](mailto:info@elevateyourgame.org). Remember, however, that EYG may still send e-mail or call you in order to provide materials that you request.

You can also access your Personal Information to update or correct factual errors in your Personal Information by sending us an e-mail [info@elevateyourgame.org](mailto:info@elevateyourgame.org). To protect your privacy and security, we will also take reasonable steps to verify your identity before making corrections.

### **LINKS TO THIRD PARTY SITES**

Our Site is hosted and made available to you by our third party hosting service provider, Clover Sites, Inc., and the Clover Privacy Policy is incorporated herein by this reference. Additionally, this Site may contain links to other third party websites. EYG does not control the privacy policies or practices of these third-party sites. You should review those policies before providing any information. EYG is not responsible for the content or practices of any linked third-party sites, and we provide these links solely for the convenience and information of our visitors. EYG's use of third parties to provide services to you (e.g., payment services) is subject to the terms of use and privacy policies of those third-party websites and such third parties are responsible or liable for their use of your personal data. EYG is not responsible in any way for the performance, security, or availability of third-party systems or services. See Clover Sites' [Privacy Policy](#). [[Insert Link to Clover Privacy Policy](#)]

### **SECURITY**

EYG has established safeguards to help prevent unauthorized access to or misuse of your Personal Information, but cannot guarantee that your Personal Information will never be disclosed in a manner inconsistent with this Policy (for example, as a result of unauthorized acts by third parties that violate applicable law or relevant Web policies).

If you register for an account, you will be asked to select a password to help protect your information. These passwords help us verify your identity before granting access or making corrections to any of your Personal Information. You should never disclose your password to anyone. EYG will never ask you for your password in an unsolicited phone call or e-mail. You are responsible for maintaining the secrecy of your passwords and any account information.

When you provide Cardholder Data, it is transmitted using SSL technology to help prevent unauthorized access to or misuse of that information. You will know that SSL is being used when you see a full yellow key in a blue box in the lower left-hand corner of your browser or a full "lock" in the status bar of your Internet Explorer browser.

### **CHILDREN'S PRIVACY**

The Site is not intended for persons under the age of 13. EYG does not knowingly collect any personally identifiable information from children under 13 years old through the Site. However, if the parent or the guardian of a child under 13 believes that the child has provided us with personally identifiable information, the parent or guardian of that child should contact us at [info@elevateyourgame.org](mailto:info@elevateyourgame.org) or via U.S. mail to Elevate Your G.A.M.E, P.O. Box 5281, Compton, CA 90224, if they want this information deleted from our files. Anyone under 18 years old should seek his or her parent's or guardian's permission prior to using or disclosing any personal information on or through the Site. By using the Site, you hereby represent that you are at least 13 years old.

### **REVISIONS TO THIS PRIVACY POLICY**

EYG reserves the right, in our discretion, to change, modify, add or remove portions of this Privacy Policy at any time and from time to time, without prior notice to you. All revisions will be posted to the Site. We urge you to review this Privacy Policy frequently for changes. Your continued use of the Site means that you accept the current version of the Privacy Policy.

### **GOVERNING LAW AND JURISDICTION**

You agree that any claim, action or proceeding arising out of this Policy, or your use of this Site, shall be

governed by and construed in accordance with the laws of the United States and the State of California, without regard to principles of conflict of laws. Any claim, action or proceeding related to this Policy will be resolved exclusively in the state or federal courts located in the State of California and you consent to the jurisdiction of those courts.

#### **SPECIAL NOTICE TO CALIFORNIA RESIDENTS**

Under California Civil Code Section 1798.83, also known as Senate Bill 27, or “Shine the Light” you are entitled to request and receive, free of charge, a copy of EYG’s California Information Sharing Disclosure Notice for the previous calendar year. You may email us at [info@elevateyourgame.org](mailto:info@elevateyourgame.org) to request a copy. We will provide the requested information to you at your email address in response. Please be aware that not all information sharing is covered by the “Shine the Light” requirements and only information on covered sharing will be included in our response.

#### **USERS FROM OUTSIDE THE UNITED STATES**

The Site is hosted in the United States and is governed by United States law. If you are visiting the Site from outside the United States, please be aware that your information may be transferred to and/or stored and processed in the United States where our servers are located. The data protection and other laws of the United States may differ from those in your country. By using the Site, you consent to the handling of your information by our facilities and those of third party facilities.

#### **ARCHIVE INFORMATION**

Any or all information you submit or that we collect as part of the Site may be archived and not permanently deleted. Archived information may be restored or "unarchived" by us for any purpose for use at a later date, even after you terminate use of the Site.

**SEE ALSO: [TERMS OF USE AND CLOVER PRIVACY POLICY](#)**

#### **QUESTIONS OR COMMENTS**

EYG welcomes questions and comments about this Privacy Policy. Questions or comments should be sent via email to the Executive Director at [info@elevateyourgame.org](mailto:info@elevateyourgame.org) or via U.S. mail to Elevate Your G.A.M.E, P.O. Box 5281, Compton, CA 90224.