

# PRIVACY STATEMENT

At The BlinkNow Foundation (“BlinkNow”, “we”, “our” or “us”), your privacy is important to us. This Privacy Statement describes our privacy practices concerning information we collect from you through this website (the “Site”) and where applicable, our other operations (such as social media accounts, other services or offline operations).

## COLLECTION

We collect general information about Site visitors as described below in the “COOKIES” section.

We may also collect personal information about you, such as:

- your email address and zip code, if you subscribe to our communications;
- your name, zip code, email address and a password, if you sign up to start a campaign;
- your name, street address, email address, phone number and payment information if you choose to donate through the Site or our mail-in donation form; or
- other information you voluntarily elect to provide to us, through: direct communications, blog comments, other areas of the Site, our social media accounts or other third party websites.

## CHILDREN

We do not request personal information from, or knowingly collect it from children under 18. Certain areas of the Site allow users to provide personal information, and a child under 18 may accidentally complete one of these forms. Should a parent or guardian determine that their child has submitted personal information to our Site, they may contact us at the address below, requesting that the information is deleted. Children under 18 that wish their information to be removed may also contact us with a deletion request.

## COOKIES

BY USING THIS SITE, YOU ACCEPT ITS USE OF COOKIES AS SET FORTH BELOW. IF YOU DO NOT ACCEPT THIS SITE'S USE OF COOKIES, PLEASE DISABLE THEM AS SET FORTH BELOW OR STOP USING THIS SITE.

This Site uses cookies, which are text files issued by web servers and stored on the hard drive of the device you use to access the Site. The cookies we use can help your browser to navigate the Site and use the functionality of the Site, as well as improving your experience, such as by remembering information you have completed in forms to allow “auto-fill” of the forms in the future. Cookies also collect visitor log information (such as IP address), and may help us analyze Site usage and activities. For more information about types of cookies and how you may be able to disable them through your browser, visit: [www.allaboutcookies.org](http://www.allaboutcookies.org).

## GOOGLE ANALYTICS

This Site uses Google Analytics, which uses cookies to help us analyze usage of our Site, including functions such as evaluating users’ activities on the Site and producing associated reports. Information from Google Analytics’ cookies will be sent from your browser to Google and stored on Google’s servers. Information such as your IP address captured by Google Analytics will not be shared by Google with us, and we are prohibited from uploading any information about you that would allow Google to identify you. You may be able to set your browser to block cookies

including Google Analytics cookies, but this may prevent your ability to use this Site's full functionality. You can also prevent Google Analytics from transmitting your data by installing the Google Analytics opt-out browser add-on, available at: <http://tools.google.com/dlpage/gaoptout>. It is available for Chrome, Internet Explorer 8-11, Safari, Firefox and Opera; for more information, visit: <https://support.google.com/analytics/answer/181881?hl=en>. For more information about Google Analytics and privacy, visit: <http://www.google.com/analytics/learn/privacy.html>.

#### DO NOT TRACK SIGNALS

Your web browser may have incorporated a "Do Not Track" feature, which is a header field that indicates your preference to web Sites as to tracking your activity. We currently do not respond to Do Not Track signals (and industry understanding of how to interpret such signals is evolving), but you may exercise choices about cookies and tracking as stated above.

## **USAGE AND SHARING**

#### USAGE

We may use your information to:

- Send you newsletters, announcements, fundraising or administrative communications;
- Process your donations;
- Facilitate volunteer or other activities; or
- For other purposes necessary for our operations, recordkeeping or to meet legal obligations.

#### SHARING

We may share your information with:

- **Service Providers:** Third parties that perform services for us, such as printing or mailing vendors, payment processors, website operators, accountants, legal counsel or others;
- **Legal Authorities:** Local, municipal, county, state or federal law enforcement or other government agencies or entities with appropriate legal authority as required by law, legal process, investigative demand or as we believe may be necessary to protect our rights or those of third parties; or
- **Acquirers, Successors or Assigns:** Should any third party acquire any interest in or part of BlinkNow, in the course of any restructuring or transition, your information may be transferred to the acquiring entity, or our successor or assign.

We do **not** share your information with:

- **Marketers:** Either third parties that market their own products or services, or others that maintain and provide contact lists for marketing purposes (such as list brokers); or
- **Charities:** Third parties such as other non-profit organizations that may conduct their own communication or fundraising campaigns.

If you use one of the social media sharing plug-ins to the Site (for sites such as Facebook, Twitter, Pinterest, Instagram, YouTube, Vimeo, etc.), your information may be published on those sites in accordance with their Terms of Use, Privacy Policies and your user settings on those sites.

## **SECURITY**

We employ reasonable safeguards to help protect any information you submit through the Site. However, we cannot guarantee the security of your information, and we will not be responsible for any harm, damages or losses you may experience arising from or relating to the compromise of any information you submit to this Site.

## **CHOICES**

Users of our Site may request to unsubscribe from our communications or have their information deleted by contacting us at the address below, or using unsubscribe links that may be included in our communications.

## **UPDATES**

We may make changes to this Privacy Statement at any time, and will publish any such changes on this Site.

## **CONTACT US**

Should you have any questions about our privacy practices, you can contact us by writing to us via direct mail or email to:

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The BlinkNow Foundation  
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[ruth@blinknow.org](mailto:ruth@blinknow.org)

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