

MY FAMILY FORWARD PRIVACY POLICY

PRIVACY POLICY

This Privacy Policy describes how your personal information is collected, used, and shared when you visit or make a purchase from myfamilyforward.org (the “Site”). The terms “My Family Forward”, “we”, “us” and “our” refer to My Family Forward, Inc. in the privacy policy.

PERSONAL INFORMATION WE COLLECT

When you visit the Site, we automatically collect certain information about your device, including information about your web browser, IP address, time zone, and some of the cookies that are installed on your device. Additionally, as you browse the Site, we collect information about the individual web pages or products that you view, what websites or search terms referred you to the Site, and information about how you interact with the Site. We refer to this automatically-collected information as “Device Information.”

We collect Device Information using the following technologies:

- “Cookies” are data files that are placed on your device or computer and often include an anonymous unique identifier. For more information about cookies, and how to disable cookies, visit <http://www.allaboutcookies.org>.
- “Log files” track actions occurring on the Site, and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.
- “Web beacons,” “tags,” and “pixels” are electronic files used to record information about how you browse the Site.

Additionally, when you create and account, consent to receive notifications and marketing emails from us, or make a purchase or attempt to make a purchase through the Site, we collect certain

information from you, such as your login and account information, including screen name, password and unique user ID; personal details including gender, hometown, date of birth and purchase history; payment or credit card information, including your name, billing address, shipping address, payment information (including credit card numbers, email address, and phone number) and personal and marketing preferences. We refer to this information as “Order Information.”

When we talk about “Personal Information” in this Privacy Policy, we are talking both about Device Information and Order Information.

We do not knowingly collect personal information online from children under the age of 13.

TOOLS TO MANAGE WHAT PERSONAL DATA WE COLLECT

WHEN USING OUR SITE, WE ALSO PROVIDE IN-TIME NOTICE OR OBTAIN CONSENT FOR CERTAIN PRACTICES. FOR EXAMPLE, WE WILL OBTAIN CONSENT TO USE YOUR LOCATION OR TO SEND PUSH NOTIFICATIONS. WE MAY OBTAIN THIS CONSENT THROUGH THE SITE OR USING THE STANDARD PERMISSIONS AVAILABLE ON YOUR DEVICE.

IN MANY CASES, YOUR WEB BROWSER OR MOBILE DEVICE PLATFORM WILL PROVIDE ADDITIONAL TOOLS TO ALLOW YOU TO CONTROL WHEN YOUR DEVICE COLLECTS OR SHARES PARTICULAR CATEGORIES OF PERSONAL INFORMATION. FOR EXAMPLE, YOUR MOBILE DEVICE OR WEB BROWSER MAY OFFER TOOLS TO ALLOW YOU TO MANAGE COOKIE USAGE OR LOCATION SHARING. WE

ENCOURAGE YOU TO FAMILIARIZE YOURSELF WITH AND USE THE TOOLS AVAILABLE ON YOUR DEVICES. AT THIS TIME, WE DO NOT RESPOND TO “DO NOT TRACK” SIGNALS SENT BY WEB BROWSERS.

HOW DO WE USE YOUR PERSONAL INFORMATION?

We use your Personal information in the following ways:

To Provide the Features of the Site and the Services You Request

When you use our Site, we will use your Personal Information to provide the requested product or service. If you make a purchase on myfamilyforward.org or participate in an event or promotion, we will use the contact information you give us to communicate with you about the purchase, event or promotion. We use the Order Information that we collect generally to fulfill any orders placed through the Site (including processing your payment information, arranging for shipping, and providing you with invoices and/or order confirmations). If you contact our customer support, we will use information about you, such as delivery or payment information, or the product you have purchased to help you resolve a problem or question.

To Communicate Information about our Products, Services, Events and for Other Promotional Purposes

If you are an existing customer of My Family Forward (for example, if you have placed an order with us), we may use the contact details you provided to send you marketing communications about similar My Family Forward products or services, where permitted by applicable law (unless you have opted out). In other cases, we ask for your consent to send you marketing information.

We may use the information that you provide to us as, well as information from other My Family Forward products or services such as your use of the Site to personalize communications and advertisements regarding our products and services that may be of interest to you. For registered users, this may include data collected from your interactions with the Site that are associated with your account across devices.

To Operate, Improve and Maintain our Business, Products and Services

We use the Personal Information you provide to us to operate our business. For example, when you make a purchase, we use that information for accounting, audits and other internal functions. We may use Personal Information about how you use our products and services to enhance your user experience and to help us diagnose technical and service problems and administer our Site.

To Protect Our or Others' Rights, Property or Safety

We may also use Personal Information about how you use our Site to prevent, detect, or investigate fraud, abuse, illegal use, violations of our Terms of Service, and to comply with court orders, governmental requests or applicable law.

For General Research and Analysis Purposes

We use Personal Information about how our visitors use our Site to understand customer behavior or preferences. For example, we may use Device Information about how visitors to myfamilyforward.org search for and find products to better understand the best ways to organize and present product offerings in our storefront and more generally to improve and optimize our Site (for example, by generating analytics about how our customers browse and interact with the Site, and to assess the success of our marketing and advertising campaigns). In addition, we also use device information in our marketing and advertising campaigns.

Other Purposes

We may also use your Personal Information in other ways and will provide specific notice at the time of collection and obtain your consent where necessary.

SHARING YOUR PERSONAL INFORMATION

My Family Forward may share each of the categories of Personal Information we collect with other My Family Forward affiliated entities for the purposes and under the conditions outlined above.

We share your Personal Information with third parties to help us use your Personal Information, such as service providers processing Personal Information for business purposes on My Family Forward's behalf, to process credit cards and payments, shipping and deliveries, host, manage and service our

data, distribute emails, research and analysis, advertising, analytics, manage brand and product promotions as well as administering certain services and features. For example, we use Shopify to power our online store--you can read more about how Shopify uses your Personal Information here: <https://www.shopify.com/legal/privacy>. We also use Google Analytics to help us understand how our customers use the Site--you can read more about how Google uses your Personal Information here: <https://www.google.com/intl/en/policies/privacy/>. You can also opt-out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>.

Finally, we may also share your Personal Information with other third parties to the extent necessary to: (i) comply with a government request, a court order or applicable law; (ii) prevent illegal uses of our Site or violations of our Site's Terms of Service and our policies; (iii) defend ourselves against third party claims; and (iv) assist in fraud prevention or investigation (e.g., counterfeiting)..

We may also transfer Personal Information we have about you in the event we sell or transfer all or a portion of our business or assets (including in the event of a reorganization, spin-off, dissolution or liquidation).

WE DO NOT SELL YOUR PERSONAL INFORMATION.

PROTECTION AND MANAGEMENT OF YOUR PERSONAL INFORMATION

Encryption & Security: We use a variety of technical, administrative, and organizational security measures, including encryption and authentication tools in certain circumstances, to maintain the safety of your Personal Information.

DESPITE OUR EFFORTS, NO WEBSITE, MOBILE APPLICATION, DATABASE OR SYSTEM IS COMPLETELY SECURE OR "HACKER PROOF." YOU CAN HELP KEEP YOUR DATA SAFE BY TAKING REASONABLE STEPS TO PROTECT YOUR PERSONAL INFORMATION AGAINST UNAUTHORIZED DISCLOSURE OR MISUSE.

Retention of your Personal Information: We retain your Personal Information for as long as necessary to fulfil the purposes described in this policy, unless otherwise required or permitted by

law. For example, we keep your account profile information for as long as you keep your My Family Forward account, but, we may keep your order history longer to comply with legal obligations.

Managing your Personal Information: You may have the right to request: (i) access to your Personal Information (both the categories of data we collect, which is laid out in this policy, and particular types); (ii) an electronic copy of your Personal Information; (iii) correction of your Personal Information if it is incomplete or inaccurate; or (iii) deletion or restriction of your Personal Information in certain circumstances as provided by applicable law. If you are a European resident, you have the right to access personal information we hold about you and to ask that your personal information be corrected, updated, or deleted. We will not discriminate against you for the exercise of these rights. If you request to delete your account, you can create a new account on our Site at any time. If you have a request regarding your Personal Information that cannot be fulfilled from your account settings, please contact us. Contact details can be found in the “CONTACT US” section below. We will verify your request either through a message sent to the email address associated with your account (so you must have access to this email account) or by asking you to provide information matching what we have for you within our systems. You or your authorized agent may request to exercise your rights. Before we can act on a request from your authorized agent, we may require verification of your identity and proof from the authorized agent that they can act on your behalf.

Managing your notifications: If you have a My Family Forward account, you can opt out of receiving My Family Forward’s marketing communications by modifying the preferences in your account settings. Alternatively, you can opt-out by following the opt out or unsubscribe instructions in the message or by contacting us. Contact details are in the “CONTACT US” section below.

Behavioral Advertising. As described above, we use your Personal Information to provide you with targeted advertisements or marketing communications we believe may be of interest to you. For more information about how targeted advertising works, you can visit the Network Advertising Initiative’s (“NAI”) educational page at <http://www.networkadvertising.org/understanding-online-advertising/how-does-it-work>.

You can opt out of targeted advertising by:

FACEBOOK - <https://www.facebook.com/settings/?tab=ads>

GOOGLE - <https://www.google.com/settings/ads/anonymous>

BING - <https://advertise.bingads.microsoft.com/en-us/resources/policies/personalized-ads>

Additionally, you can opt out of some of these services by visiting the Digital Advertising Alliance's opt-out portal at: <http://optout.aboutads.info/>. Similarly, you can adjust your advertising preferences on your mobile device at the device level. For example, to adjust your advertising preferences in iOS, visit Settings > Privacy > Advertising > Limit Ad Tracking. To adjust your advertising preferences in Android, visit Settings > Google > Ads > Opt out of interest-based ads.

Third Party Pixels and Cookies

When you visit our website, log in, register or open an email, cookies, ad beacons, and similar technologies may be used by our online data partners or vendors to associate these activities with information they or others have about you, including your email address. We (or service providers on our behalf) may then send communications and marketing to these email addresses. You may opt out of receiving this advertising by visiting <https://app.getemails.com/optout>

COOKIES AND PIXEL TAGS

My Family Forward collects information, which may include Personal Information, when you use our Site. We use a variety of methods, such as cookies and pixel tags to collect this information, which may include your (i) IP-address; (ii) unique cookie identifier, cookie information and information on whether your device has software to access certain features; (iii) unique device identifier and device type; (iv) domain, browser type and language, (v) operating system and system settings; (vi) country and time zone; (vii) previously visited websites; (viii) information about your interaction with our Site such as click behavior, purchases and indicated preferences; and (ix) access times and referring URLs.

Some advertising and technology partners may also collect Personal Information when you use our Site. These partners have committed to act as service providers on My Family Forward's behalf and have committed to only use your Personal Information for My Family Forward's purposes as described in this policy.

We use cookies and pixel tags to track usage of the Site and to understand our customers' preferences (such as country and language choices). This enables us to provide services to our customers and improve their online experience. We also use cookies and pixel tags to obtain

aggregate data about Site traffic and Site interaction, to identify trends and obtain statistics so that we can improve our Site. There are generally three categories of cookies used on our Site:

Functional: These cookies are required for basic Site functionality and are therefore always enabled. These include cookies that allow you to be remembered as you explore our Site within a single session or, if you request, from session to session. They help make the shopping cart and checkout process possible as well as assist in security issues and conforming to regulations.

Performance: These cookies allow us to improve our Site's functionality by tracking usage. In some cases, these cookies improve the speed with which we can process your request and allow us to remember Site preferences you have selected. Refusing these cookies may result in poorly-tailored recommendations and slow Site performance.

Social media and Advertising: Social media cookies offer the possibility to connect you to your social networks and share content from our Site through social media. Advertising cookies collect information to help better tailor advertising to your interests. In some cases, these cookies involve the processing of your Personal Information. Refusing these cookies may result in seeing advertising that is not as relevant to you or you not being able to link effectively with Facebook, Twitter, or other social networks and/or not allowing you to share content on social media.

Your browser can help you manage cookies. You can choose to have your computer warn you each time a cookie is being sent, or you can choose to turn off all cookies. You do this through your browser settings on each browser and device that you use. Each browser is a little different, so look at your browser Help menu to learn the correct way to modify your cookies. If you turn cookies off, you may not have access to many features that make our Site more efficient and some of our services will not function properly.

Additionally, if you are a European resident we note that we are processing your information in order to fulfill contracts we might have with you (for example if you make an order through the Site), or otherwise to pursue our legitimate business interests listed above. Additionally, please note that your information will be transferred outside of Europe, including to Canada and the United States.

USING THE SITE TO LINK TO THIRD-PARTY PRODUCTS AND SERVICES

The Site may provide links to other (third-party) websites and apps for your convenience or information. Linked sites and apps have their own privacy notices or policies, which we strongly encourage you to review. To the extent any linked websites or apps are not owned or controlled by us, we are not responsible for their content, any use of the websites or apps, or the privacy practices of the websites or apps.

MINORS

The Site is not intended for individuals under the age of 16.

SWEEPSTAKES, CONTESTS, ETC.

We may operate sweepstakes, contests, raffles and other similar promotions through this Site or otherwise that may require online registration. We typically ask for certain identifiable information when you enter and, if applicable, when you win a sweepstake, contest, raffle or similar promotion. We may share this personally identifiable information with third party sponsors of such sweepstakes, contests, raffles and promotions (irrespective of whether or not it is hosted by us or a third party), or otherwise in accordance with the rules applicable to such sweepstakes, contests, raffles and promotions. You should carefully review the rules of each sweepstake, contest, raffle or other promotion that you choose to participate in through this Site or otherwise as they may contain important additional information about our or a sponsor's use of your personally identifiable information. Insofar as the terms and conditions of such rules concerning the treatment of your personally identifiable information conflict with this Privacy Policy, the terms and conditions of such rules shall control. This Privacy Policy also applies to sweepstakes, contests, raffles or similar promotions that we may administer online through Facebook, Twitter, Instagram or other social media or digital platforms. You may also choose to review the policies of the social media platforms on which any of our sweepstakes, contests, raffles or similar promotions are run, as they may contain important additional applicable information.

PROMOTIONAL EMAILS

Through the Site and otherwise you can request to receive various promotional emails from us. We may also ask if you want to receive such promotional emails from us during a sweepstakes, contest, raffle or similar promotion registration process. If you want to receive our promotional emails, you may be asked to provide certain personally identifiable information and areas of interest so that we can fulfill your request. If you wish to stop receiving such promotional emails at any time, please refer to the opt-out provisions provided within the email.

CHANGES

Applicable law, regulations and our practices change over time. If we decide to update our privacy policy, we will post the changes on our Site. If we materially change the way in which we process your Personal Information, we will provide you with prior notice, or where legally required, request your consent prior to implementing such changes. We strongly encourage you to read our privacy policy and keep yourself informed of our practices.

CONTACT US

We welcome questions, comments, and concerns about our privacy policy and privacy practices. If you wish to provide feedback or if you have questions or concerns, or wish to exercise your rights related to your Personal Information, please contact us by email at support@myfamilyforward.org or by mail at My Family Forward, Inc, 111 Bank St., Suite #235, Grass Valley, CA 95945, United States, Attention: Privacy Office. If you contact us with a privacy complaint it will be assessed with the aim of resolving the issue in a timely and effective manner.

Privacy Policy for charity: water

NON-EU RESIDENTS **EU RESIDENTS**

Our commitment to privacy

charity: water knows that you care how information about you is used and shared, and we appreciate you trusting that we will do so carefully and sensibly. This Privacy Policy explains our practices and the choices you can make about the way your information is collected and used by charity: water. It applies to donor information that we collect both online and offline.

We have updated our Privacy Policy to take into account the new requirements of the General Data Protection Regulation ("GDPR") which means if you are a resident of the EU and your donor records reflect that address, you may be entitled to certain additional protections in accordance with GDPR.

What information is collected by charity: water?

We collect personal information when you voluntarily submit it to us.

For example, donors may provide us with personal information (such as name, address, email address, telephone numbers and/or credit/debit card information). If a donor, or a website visitor, contacts us by email they may provide us with their email address, and name. Providing data is required in these contexts in order for us to process your donations, requests, or respond to inquiries.

In addition to the personal information that you submit to us, we may collect personal information about you from reputable third parties, or automatically collect information using the following technologies:

Web Server Logs. Our web servers may collect certain information such as IP address, pages visited, time of visits, and referring website.

Cookies. Cookies are simple text files stored by your web browser that provide a method of distinguishing among donors and visitors to the website. charity: water uses cookies to identify your browser as you visit pages on the charity: water website or sites in the charity: water media network. Cookies also allow charity: water to provide more relevant, targeted content as you travel through sites in the charity: water media network as appropriate and are used on our ordering website to keep track of the items in your shopping cart.

Where do we transfer and store information?

charity: water is based in the United States, and any information transmitted to us may be stored, accessed, or processed in the United States. Residents of some other countries, including residents of the European Union, should be aware that the laws of the United States do not offer the same protections as the laws of your home country.

How do we use information?

We collect information primarily to accept donations, complete our charitable projects, and provide you with information concerning our programs, projects, and activities. We also use information for internal purposes (to better understand our supporter network) and for analytical purposes (to respond to requests for information or merchandise and to improve our website, donor base, and outreach). We may inform you of other purposes at the time that we collect some forms of information. For example, if you apply for a job we may collect information in order to process your job application.

With whom do we share information?

We do not trade, share, or sell information that you provide to us with other organizations who intend to use it only to market their products or services to you.

There may be instances in which we share your information with others. We may share your information, for example, in conjunction with your sponsorship of a certain project, as required by law, with law enforcement, to comply with legal process, to protect our legal rights, to protect the safety or security of a person, or to protect against fraud,

criminal acts, or misconduct. We may also share your information with companies that provide us with services, or with a successor legal entity.

Our commitment to data security

To help prevent unauthorized access, maintain data accuracy, and ensure the correct use of information, we have put in place appropriate physical, electronic, and managerial procedures to safeguard and secure the information we collect. For example, we secure our machines with mandated encryption protocols to secure our user/company data. We also use industry accepted tools and techniques such as SSL and two-factor authentication to protect against unauthorized access to our systems. Additionally, all sensitive information is stored in secure repositories both in-house as well as secure cloud-based, AES encrypted web apps.

Your access to data, and your choices

If you would like to access the data that we received from you, or make corrections to it, you may contact us at the email or mailing addresses provided at the end of this policy.

To learn how you can make a request for your data to be deleted, see [here](#).

If you registered to receive communications from us and later change your mind, you may ask that your name and contact information be removed from our distribution list. You can send such a request to the email or mailing addresses at the end of this policy.

Some web browsers and devices permit you to broadcast a preference that you not be "tracked" online. At this time we do not modify your experience based upon whether such a signal is broadcast.

Additional information

Behavioral Advertising. We may participate in behavioral-based advertising. This means that a third party may use technology (e.g., a cookie) to collect information about your use of our website so that they can provide advertising about products and services tailored to your interest. That advertising may appear either on our website, or on other websites.

Links. Our website may contain links to other Web sites. Please note that when you click on one of these links, you are entering another site that is governed by that site's privacy policy.

We implement Google's Invisible reCAPTCHA to protect our site from spam and abuse. Use of this service is subject to Google's [privacy policy](#) and [terms](#).

Changes to this privacy statement. We may modify this privacy policy from time to time. Any changes will be reflected on this website. If we make a material change to this policy, and need to apply it to personal information that you provided to us before the change was made, we will attempt to contact you and obtain your consent to the change.

Communicating with us. If we need, or are required to, contact you about the privacy or security of your information we may do so by telephone, email, or mail. If you have any questions, concerns, requests, or comments about privacy, you can contact us by email, telephone, or mail at:

info@charitywater.org

(646) 688-2323

charity: water Donation Processing Center

PO Box 5026

Hagerstown, MD 21741-5026

Effective: May 24, 2018

Add Impact To Your Inbox

Get our emails to stay in the know.

FIRST NAME

LAST NAME

EMAIL

SUBSCRIBE

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