

# VOLUNTEER NETWORK FUNDRAISING WEBSITE PRIVACY POLICY

Welcome to the website <https://> which is operated by Reeher LLC (the "Site"). By accessing the Site and all pages related to the Site, and any subscription based features or services offered through the Site or by other means, (collectively, the "Services"), you are accepting the practices outlined in this Privacy Policy. Users of the Volunteer Network Fundraising Mobile Application are also bound by the [Blackbaud Volunteer Network Fundraising Mobile Application Privacy Policy - Apple Devices](#) and/or [Blackbaud Volunteer Network Fundraising Mobile Application Privacy Policy - Android Devices](#). You acknowledge (a) that you have read and understood this Privacy Policy; and (b) this Privacy Policy shall have the same force and effect as a signed agreement.

This Website Privacy Policy explains the collection and use of personal information that is gathered when you are on the Site and when you use the Services. Reeher may amend this Privacy Policy. Use of information collected now is subject to the Privacy Policy in effect at the time the information is used. If material changes are made to the Privacy Policy, we will notify you by posting the revised notice on our Site at least thirty (30) days prior to the change taking effect.

This Privacy Policy was last revised on December 17, 2015. Please review the Privacy Policy each time you visit the Site. BY USING THIS SITE, YOU AGREE TO BE BOUND BY THE MOST RECENT VERSION OF THE PRIVACY POLICY. YOU MAY ALSO BE BOUND TO THIS PRIVACY POLICY THROUGH THE REEHER MASTER SUBSCRIPTION AGREEMENT COVERING A SUBSCRIPTION TO THE SERVICES ("Master Subscription Agreement").

## Customer Data/User Data

Reeher customers may electronically submit data or information about fundraising prospects and donors to the Services for hosting and processing purposes ("Customer Data"). Reeher will not review, share, distribute, or reference any such Customer Data except as provided in the Master Subscription Agreement, Order Form, or as may be required by law. Reeher may access Customer Data in accordance with the Master Subscription Agreement or Order Form. Personal information about or generated by users of Reeher's website and Services ("User Data") is not Customer Data.

## Information Collection and Usage

Reeher collects User Data at several different points on the Site in order to better serve customer and visitor needs. Reeher is the sole owner of the User Data collected through or on the Site.

We collect the following types of User Data in the manner described below.

- You may voluntarily provide us with information;
- Your name;
- Your email address;
- Your password that you've created;
- Your activities that are initiated from the Site; and
- Any other information that you provide in registering for or using the Site.

The Site offers several opportunities for visitors to register for promotional and informational mailings, online webinars and resources, and for assistance in evaluating Reeher's software and services. These registration forms enable users to opt in to Reeher's mailing lists and require users to give contact information (such as name, phone number, and email address). Reeher also collects personal information through the course of its sales process through phone conversations and collecting publicly available contact information. This contact information is used to send information about the company, products and services. Recipients of this information that wish to withdraw their participation may opt out of receiving future mailings at any time (see opt out section below). Furthermore, if Reeher has collected contact information through its sales process and research, those contacts can opt out of receiving future mailings as well.

We require you to provide us with your login credentials in order to access the Services. Customers will use the Services to interact with Customer Data and access the Services tools. For purposes such as improving personalization of our Site, we may receive information about you from other sources and add it to your account information and User Data.

## Opt out and Update of Information

If an individual no longer wishes to subscribe to Reeher newsletters and promotional communications, he or she can easily opt out of receiving them by following instructions included in each newsletter or communication.

As part of the Services you may receive notifications related to system maintenance, reports, or analysis related to the Services. If you no longer wish to receive these specific mailings then speak to your System Administrator, or contact [Support](#). However, if you opt out of receiving these mailings, you may miss important information about your account and not be able to fully use the Services.

## Automatic Collection of Anonymous Data

Reeher uses pixel tags and other methods to gather information about emails it sends to registered Site users and recipients of emails sent by the company's registered users to others. Pixel tags are tiny graphic files that are included in HTML-encoded email messages. When such a message is opened in an HTML-capable email program, the recipient's computer will access Reeher's servers to retrieve the pixel tag file, allowing Reeher

to record and store User Data such as email address, date and time the recipient viewed the email message, if the recipient's email program is capable of receiving HTML, and other logging information. Reeher uses this User Data to optimize delivery of future messages to specific recipients and to provide information to registered users with respect to emails sent by Reeher.

Reeher also collects and maintains log files tracking IP addresses and User IDs to analyze trends, help diagnose problems with our servers, for advertising and marketing purposes, and to monitor traffic/usage in order to provide a better service to our Site visitors and customers. Reeher also collects the domain name of users' internet service providers, users' approximate geolocation, the referring source from which a user came to Reeher's Site, the search term a user used to find Reeher's Site, the pages of the Site a user visits, the location and time of a user's clicks on parts of the Site.

Reeher uses cookies to deliver content specific to Site visitors' interests and to improve the convenience and efficiency of our customers' experience when using the Services and on other sites. A cookie is a piece of data stored on the user's hard drive tied to statistical information about the user. Some of our business partners (see Disclosures and Transfers), such as our Web analytics providers and our remarketing provider, also use cookies on our site.

Reeher automatically collects usage information, such as the numbers and frequency of visitors to our Site and use of components of the Services. We may use this information to provide research, advice and information, including, without limitation, for benchmarking purposes. This data is only used in the aggregate. This type of collective data enables us to figure out how often customers use parts of the Services so we can make the Services more useful. In addition, we may provide statistical information to our partners about how our customers collectively use our Site and Services.

Reeher also collects and uses information for internal purposes. For example, we may collect User account histories and any reported violation of the Master Subscription Agreement that you or someone on your account may have committed.

## Disclosures and Transfers

Reeher discloses User Data to third parties in any of the following circumstances:

- i. When we have the individual's permission to make the disclosure;
- ii. When the disclosure is permitted by law or mandatory professional standards;
- iii. When the disclosure is reasonably related to the sale or other disposition of all or part of the business or assets;
- iv. When the User Data to be disclosed is publicly available;
- v. When we use third party service providers and business partners to perform functions in connection with the Site;
- vi. When the disclosure is for use in Reeher's or Reeher's business partners' advertising or marketing;
- vii. When the disclosure is to a third party, agent, or business partner to perform services in connection with the Site and Services;
- viii. When the party to whom the disclosure is made controls, is controlled by, or is under common control with Reeher;
- ix. When the disclosure is reasonably necessary for the establishment or maintenance of legal claims; or
- x. When the disclosure is to persons or entities for which we are providing services, provided the disclosure is consistent with the purpose for which the User Data was obtained.

It is possible that as we continue to develop our business, Reeher may become involved in a merger, acquisition, sale of assets, bankruptcy, reorganization, dissolution, or other transaction or the ownership of all or substantially all of our business may otherwise change. In such a transaction, Customer Data and User Data may be transferred to the acquiring entity. If, as a result of the business transition, the users' User Data will be used in a manner materially different from that stated at the time of the collection, they will be given a choice consistent with our notification-of-changes section.

We use Google Analytics and other third-party analytics providers to better understand who is using the Site and how people are using it. These analytics providers use cookies, pixel tags and other technologies to collect and store information such as pages visited, places where users click, time spent on each page, IP address, type of operating system used, location-based data, device ID, search history, and phone number. We use this information to improve the Site and as otherwise described in this Privacy Policy. Please see <http://www.google.com/policies/privacy/partners/> for information about how Google Analytics uses this information. Please see <https://tools.google.com/dlpage/gaoptout> for information about Google Analytics Opt-out Browser Add-on.

We also provide a limited amount of your information (such as your email address and sign-up date) to Intercom, Inc. ("Intercom") and utilize Intercom to collect data for analytics purposes when you visit our website or use the Site. Intercom analyzes your use of the Site and tracks our relationship so that we can improve our service to you. We may also use Intercom as a medium for communications, either through email, or through messages within our product(s). As part of our service agreements, Intercom collects publicly available contact and social information related to you, such as your email address, gender, company, job title, photos, website URLs, social network handles and physical addresses, to enhance your user experience.

A cookie used by our display advertising partner, AdRoll, enables Reeher to present users with retargeting advertising on other sites based on users' previous interaction with the Reeher Site and Services. Users can visit this [page](#) to opt out of AdRoll and its partners' targeted advertising.

Reeher also utilizes a third party service to collect information about Site crashes. This information is used to improve the performance of the Site. The information collected includes device state information at the time a crash occurred, unique device identifiers, and information relating to the physical location of a device at the time a crash occurred.

Reeher may share information about you that our service providers and business partners need to perform their functions. Examples may include sending postal mail and e-mail, analyzing data, providing marketing assistance, and providing customer service and administrative functions such as back up and security. We may deliver advertisements to you. We may work with third-party advertising companies that help deliver these advertisements to you. To learn more about third-party online advertising and to opt out of this type of advertising, please see [http://www.networkadvertising.org/managing/opt\\_out.asp](http://www.networkadvertising.org/managing/opt_out.asp).

We disclose User Data about your use of the Site to the Reeher Customer with which you are employed, affiliated or associated.

We may share aggregated User Data with affiliated or unaffiliated third parties.

## Information Collected from Children

The Site and Services made available through Reeher LLC are not intended for children under the age of 13. Reeher does not knowingly collect information about children or sell products or services to children under the age of 13. If you are under the age of 13, please do not submit any personal information through the Site or Services. If you have reason to believe that we may have accidentally received personal information from an individual under age 13, please contact us immediately at [privacy@reeher.com](mailto:privacy@reeher.com).

## Information Collected From Other Websites and Mobile Applications, and Do Not Track Policy

Through cookies we place on your browser or device, Reeher and our marketing partners may collect information about your online activity after you leave the Site. Just like any other usage information we collect, this information allows us to improve the Site and customize your online experience, and otherwise as described in this privacy policy. Your browser may offer you a "Do Not Track" option, which allows you to signal to operators of websites and mobile applications and services (including behavioral advertising services) that you do not wish such operators to track certain of your online activities over time and/or across different websites and mobile applications and services. The Site does not support Do Not Track requests at this time, which means that we collect information about your online activity both while you are using the Site and after you leave the Site.

## Security and Privacy

Reeher is committed to taking the necessary precautions to protect the confidentiality of the User Data by using safeguards, such as firewalls, coupled with carefully developed security procedures. These measures are designed to protect User Data from loss, misuse, or unauthorized alteration.

Reeher's employees are trained and required to safeguard User Data. Using physical, electronic, and procedural safeguards, we restrict access to User Data to only those employees and contractors with a "need-to-know" for business purposes or as it relates to supporting the Services for the customer. Reeher also advises its employees about their responsibility to protect Customer Data and we provide them with appropriate guidelines for adhering to the company's business ethics standards and confidentiality policies.

Users of the Services need to work to protect against unauthorized access to passwords and computers by signing off once you have finished using a shared computer.

## Third Party Sites

The Site and Services may allow you to link to other websites on the Internet. These other websites are not under Reeher's control, and such links do not constitute an endorsement by Reeher of those other websites or the services offered through them. The privacy and security practices of websites linked to or from the Reeher Site and Services are not covered by this Privacy Policy, and Reeher is not responsible for the privacy or security practices or the content of such websites.

## Questions or Concerns

If you have questions or concerns regarding this Policy, you should first contact the Chief Financial Officer at the contact address listed below or via email at [privacy@reeher.com](mailto:privacy@reeher.com).

Chief Financial Officer  
Reeher LLC  
370 Wabasha Street North, Suite 1200  
St. Paul, MN 55102

## YOUR CALIFORNIA PRIVACY RIGHTS

Section 1798.83 of the California Civil Code permits California residents to request from a business, with whom the California resident has an established business relationship, certain information about the types of personal information the business has shared with third parties for those third parties' direct marketing purposes and the names and addresses of the third parties with whom the business has shared such information during the immediately preceding calendar year. You may make one request each year by emailing us at [privacy@reeher.com](mailto:privacy@reeher.com) or writing us at Reeher, LLC, Attn: Chief Financial Officer, 370 Wabasha Street North, Suite 1200, St. Paul, MN 55102.