

Guided Fundraising Privacy Policy

Last modified: Jun 27th, 2018

PLEASE READ THIS GUIDED FUNDRAISING PRIVACY POLICY ("PRIVACY POLICY") WHICH IS PART OF THE GUIDED FUNDRAISING MASTER SERVICES AGREEMENT, ORDER FORM, AND END USER LICENSE AGREEMENT ("TERMS OF USE") CAREFULLY. ANY TERMS DEFINED IN THE TERMS OF USE SHALL HAVE THE SAME MEANING IN THIS PRIVACY POLICY. THIS PRIVACY POLICY PERTAINS TO YOUR ACCESSING AND USING THE GUIDED FUNDRAISING WEBSITE.

The Website is operated by Reeher, LLC, 370 Wabasha Street, Suite 1200, St. Paul, MN 55102 ("We"). This Privacy Policy describes the information collected through Your use of the Website, how We use it, how We share it, how We protect it, and the choices You can make about Your information.

ATTENTION: PLEASE READ OUR PRIVACY POLICY CAREFULLY BEFORE USING THE WEBSITE. USING THE WEBSITE INDICATES THAT YOU ACCEPT AND AGREE TO BE BOUND BY THIS PRIVACY POLICY IN FULL. IF YOU DO NOT ACCEPT THIS PRIVACY POLICY, DO NOT USE THE WEBSITE. 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 Privacy Policy applies in addition to any applicable Master Subscription Agreement, Order Form, Acceptable Use Policy, or End User License Agreement that may also be in effect with You.

Unless explicitly stated otherwise, any new features that augment or enhance the current Website shall be subject to this Privacy Policy.

Please review the Privacy Policy each time You use the Website. BY USING THE WEBSITE, YOU AGREE TO BE BOUND BY THE MOST RECENT VERSION OF THE PRIVACY POLICY. We will update this page to reflect any changes to this Privacy Policy. If We materially change this Privacy Policy, We will notify You of material changes to this Privacy Policy via email.

INFORMATION WE COLLECT

We collect information from You when You register and use the Website, interact with the donation interface, contact or interact with us, fill out a form, and voluntarily provide us with Your information and other content in connection with using the Website.

Guided Fundraising Managers. (herein, "Administrators") During Your administrative use of the Guided Fundraising website, we may collect: Your name, email address, position, and any other information you have already provided to the Fundraiser Performance Management platform. Please review the Fundraiser Performance Management [privacy policy](#).

Concurrent Agent Users. (herein, "Agents") During Your use of the Guided Fundraising website as an Agent, we may collect: Your name, email address, user IDs, passwords, and donor campaign information.

Constituents. During Your use of the Guided Fundraising website as a constituent such as a donor or an attendee at an event, we may collect: Your name, credit card information for ephemeral transmission to Stripe or another payment processor, and other information described in the Analytics section below.

When You access and use the Guided Fundraising website, we automatically collect information regarding You and Your device, including Your device's Internet Protocol address, the domain name of Your Internet search provider, and aggregated information that cannot be used to specifically identify You. Additional information collected is described in the Analytics and Cookies sections below.

The Guided Fundraising website uses a third-party vendor, Plivo or other telecom provider, for phone and text services. We may provide Plivo or other telecom provider with Your contact information so that We may initiate a call or message to contact You or You may initiate a call or message to a constituent. For Plivo's privacy policy, visit <https://www.plivo.com/privacy/>.

The Guided Fundraising website uses a third-party vendor, Twilio or other telecom provider, for phone and text services. We may provide Twilio or other telecom provider with Your contact information so that We may initiate a call or message to contact You or You may initiate a call or message to a constituent. For Twilio's privacy policy, visit <https://www.twilio.com/legal/privacy>.

The Guided Fundraising website uses a third-party vendor, Intercom, for automated marketing services. We may provide Intercom with Your contact information so that We may monitor usage of the Guided Fundraising website, understand and work to improve Your user experience, and conduct user training. For Intercom's privacy policy, visit <https://www.intercom.com/terms-and-policies#privacy>.

The Guided Fundraising website uses a third-party vendor, Mailgun or other email marketing services provider, for email marketing services and other email distribution purposes. We may provide Mailgun or other email marketing services provider with Your contact information so that We may contact you or You may contact a constituent. For Mailgun's privacy policy, visit <https://www.mailgun.com/privacy-policy>.

The Guided Fundraising website may use a third-party vendor, Stripe Connect, for payment processing to our customers. If You choose to make a payment via credit card, You may be asked to provide Your credit card information to Stripe Connect. For Stripe Connect's platform agreement, visit <https://stripe.com/us/connect/legal>. For Stripe Connect's privacy policy, visit <https://stripe.com/us/privacy>. We may use other payment processors and may integrate payment processing with Our customers' processors, in which case your credit card information will be shared with other payment processors.

HOW WE USE THE INFORMATION

We use the information that we collect for several purposes, all for the use and benefit of You and for no other commercial purpose, including:

- To provide the Guided Fundraising service to You;

- To generate and provide performance results, usage information, feedback and reports to You;
- To provide user verification services;
- To process and respond to Your inquiries;
- To send You information about Your relationship or transactions with us;
- To prevent fraud and abuse of the Website and to otherwise protect users and visitors and our business;
- To assist law enforcement and respond to subpoenas;
- The purposes for which You provided it;
- To provide information and services to You;
- To create or add to Your registered account;
- To develop new products and services;
- To personalize and enhance Your experience using the Website;
- To send periodic emails. If You choose, the email address You provide may be used to send You occasional company news, updates, related product or service information, etc. Note: If at any time You would like to unsubscribe from receiving future emails, we include detailed unsubscribe instructions at the bottom of each email;
- To generate and review reports and data about our user base and service usage patterns;
- To compile aggregate data for internal and external business purposes;
- To facilitate payment transactions (Your information will be used to submit Your payment information to our payment processor);
- To display relevant advertising;
- To administer, operate and improve the Website and for internal business purposes; and
- To perform other business activities as needed, or as described elsewhere in this Privacy Policy.
- As explained elsewhere in this Privacy Policy, personal information We collect may be processed by our partners in providing related services to the Website (such as administration services, technical services relating to the maintenance, servicing, and upgrading of the products, software, hosting services, customer service, credit card processing services, data migration services and analytical services, among others).

HOW YOUR INFORMATION IS DISCLOSED

Information may be disclosed to third parties in accordance with our Privacy Policy. Please note that a user may choose not to share certain information as described in Your Choices Regarding Your Information below.

Your Campaign. If you are an agent, in terms of personal information stored in Your campaign, administrators at Your organization have access to all of Your information. Your name will also be shared with donors and Guided Fundraising may continue to use Your name with Your existing donor contacts after Your direct engagement has ended.

If you are a constituent such as a donor or event attendee, Your personal information is shared with the organization that is contacting You through the Guided Fundraising service.

Third Party Service Providers and Business Partners. We may use third party service providers and business partners to perform functions in connection with the Website, such as credit card and other payment processing, site analytics and functions related to analyzing and improving the Website usefulness, reliability, user experience, and operation, advertising, storing data, providing users with products and services, and as otherwise described in this Privacy Policy. We also may share Your personal information for their direct marketing and promotional purposes and so they can provide services to You. Any credit card information You provide through the Website may be shared with and may be stored by our credit card processor, Stripe, and is subject to its privacy policy, including in the case of data breach (see <https://stripe.com/us/privacy/> for details).

We may use other payment processors and may integrate payment processing with Our customers' processors, in which case your credit card information will be shared with other payment processors.

Business Changes. If We become involved in a merger, acquisition, sale of assets, joint venture, securities offering, bankruptcy, reorganization, liquidation, dissolution, or other transaction or if the ownership of all or substantially all of our business otherwise changes, We may transfer Your information to a third party or parties in connection therewith.

Affiliates. We may also share Your information with our affiliates for purposes consistent with this Privacy Policy. Our affiliates will be required to maintain that information in accordance with this Privacy Policy.

Investigations and Law. We may disclose information about You to third parties if We believe that such disclosure is necessary to:

- Investigate fraud and abuse on the Website;
- Take action regarding suspected illegal activities;
- Enforce or apply this Privacy Policy or other agreements with us;
- Comply with the law or guidance and cooperate with government or law enforcement officials or private parties;
- Protect our rights, reputation, safety, and property, or that of users or others;
- Respond to claims and legal process (for example, subpoenas); and/or
- Protect against legal liability.

Aggregated Information. We may share aggregated information relating to users of the Website with affiliated or unaffiliated third parties. This aggregated information does not contain personal information about any user.

Analytics. We use third-party analytics tools to help us measure traffic and usage trends for the Website. These tools may use cookies and other technologies to collect information about Your use of the Website and Your preferences and activities. These tools collect information sent by Your device or the Website and other information that assists us in improving the Website. This information may be used to, among other things, analyze and track data, determine the popularity of certain content, and better understand Your online activity.

We use Google Analytics to better understand who is using the Website and how people are using it. Google Analytics uses cookies to collect and store information such as Website pages visited, places where users click, time spent on each Website page, Internet Protocol address, type of

operating system used, location-based data, device ID, search history, gender, age, and phone number. We use this information to improve the Website 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, and visit <https://tools.google.com/dlpage/gaoptout> for information about the Google Analytics Opt-out Browser Add-on. Google may track your activity over time and across websites.

Cookies and Other Tracking Technologies. Cookies are small files that a website or its service provider transfers to Your computer's hard drive through Your Web browser (if You allow it) that enable the website's or service provider's system to recognize Your browser and capture and remember certain information. You can instruct Your browser to stop accepting cookies. But if You do not accept cookies, You may not be able to use all portions of all functionality of the Website.

- Persistent cookies remain on the visitor's computer after the browser has been closed.
- Session cookies exist only during a visitor's online session and disappear from the visitor's computer when they close the browser software.

We use cookies and other tracking technologies on the Guided Fundraising website to help us understand and save Your preferences and interests so We can personalize Your future visits and compile aggregate data about website traffic and website interaction so that We can offer better website experiences and tools in the future. Some of our business partners, such as our analytics providers and advertising networks, also use cookies and other tracking technologies on our website, some of which may track users across websites and over time.

Security. We implement a variety of security measures to protect the safety of Your personal information when You enter, submit, or access Your personal information. Please keep Your account password secure to help ensure the safety of Your personal information. Credit card information You provide through the Website is transmitted to our credit card processor, Stripe, and tokenized so We do not retain Your complete credit card number.

While We take reasonable measures to protect the information You submit via the Website against loss, theft and unauthorized use, disclosure, or modification, We cannot guarantee its absolute security. No Internet, email, or mobile transmission is ever fully secure or error free. Email or other messages sent through the Website may not be secure. You should use caution whenever submitting information through the Website and take special care in deciding with which information You provide us.

We cannot guarantee that transmissions of Your credit or debit card or personal information will be fully secure and that third parties will never be able to defeat our security measures or the security measures of our payment processors. WE ASSUME NO LIABILITY FOR DISCLOSURE OF YOUR INFORMATION DUE TO TRANSMISSION ERRORS, THIRD-PARTY ACCESS OR CAUSES BEYOND OUR CONTROL.

Any information collected through the Website is stored and processed in the United States. If You use our Website outside of the United States, You consent to have Your data transferred to the United States.

DATA RETENTION POLICY, MANAGING YOUR INFORMATION

Following termination or deactivation of an account, We may retain campaign information and content for a commercially reasonable time for backup, archival, or audit purposes. However, personal information will be deleted after the purpose for which it was collected no longer exists. We may maintain anonymized or aggregated data, including usage data, for analytics purposes.

LINKS TO OTHER WEBSITES OR APPLICATIONS

This Privacy Policy applies only to the Website. The Website may contain links to other websites or apps or may forward users to other websites or apps that We may not own or operate. The links from the Website do not imply that We endorse or have reviewed these websites or apps. The policies and procedures We describe here do not apply to these websites or apps. We neither can control nor are responsible for the privacy practices or content of these websites or apps. We suggest contacting these websites or app providers directly for information on their privacy policies. Nonetheless, we seek to protect the integrity of our Website, and welcome any feedback about these linked websites and mobile applications.

YOUR CHOICES REGARDING YOUR INFORMATION

You have choices regarding the use of information by the Website.

- **Changing Your Information on Guided Fundraising** – To change Your information, You may login to Your account's control panel and go to the "My Dashboard" page or contact Your organization's administrator. If You are unable to login to Your account, please [contact our Support team](#).
- **Closing Your Account** – You may close Your user account by contacting Your administrator or [contacting our Support team](#).. If the email account associated with Your email address is not active, We may close Your account without notice.

INFORMATION COLLECTED FROM OTHER WEBSITES AND MOBILE APPLICATIONS AND 'DO NOT TRACK' POLICY

Your browser or device may offer You a "Do Not Track" option, which allows You to signal to operators of websites, web applications, 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 or applications. Our Website does not support Do Not Track requests at this time, which means that We or our analytics providers or other third parties with which We are working may collect information about Your online activity both during and after Your use of the Guided Fundraising website and during and after Your use of the Guided Fundraising website.

CHILDREN'S PRIVACY AND PARENTAL CONTROL OF INFORMATION

The Guided Fundraising Website made available through Reeher LLC is 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 Website. 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.

CHANGES TO PRIVACY POLICY

We reserve the right to update or modify this Privacy Policy at any time and from time to time. Please review this Privacy Policy periodically, and especially before You provide any information. This Privacy Policy was made effective on the date indicated above.

HOW TO CONTACT US

Please feel free to contact us by email at privacy@reeher.com or by writing us at Reeher, LLC, 370 Wabasha Street, Suite 1200, St. Paul, MN 55102 if You have any questions about this Privacy Policy.

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 or writing us at Reeher, LLC, 370 Wabasha Street, Suite 1200, St. Paul, MN 55102.