

## Emergency Charitable Services – Privacy Policy

Welcome to the website (collectively, the "Service") of Emergency Charitable Services, Inc. (including its subsidiaries, affiliates, agents, and service providers, collectively, "Emergency Charitable Services," "ECS," "we," "us," and/or "our").

Collectively, the websites, media, apps, in-app services and any other cloud services offered by ECS including without limitation the [www.emergencycs.org](http://www.emergencycs.org) web site and any media, software, programs, services, tools, features, databases, materials, content, features, products, apps, in-app services, or information available or sold on or through it or used in connection with it (collectively, the "Services" and each a "Service") is operated by ECS and has been created to provide information about our company and our Services to users and visitors ("You," and/or "Your"). Except as provided below, this Privacy Policy describes and governs how we collect, use, share and protect data collected from users of or visitors to our Services.

Before you use or submit any information through or in connection with the Services, please carefully review this Privacy Policy. By using any part of the Services, you consent to the collection, use, and disclosure of your information as further outlined in this Privacy Policy.

If you are in Europe, then please review the section labeled "Users in Europe."

### I. Information We Collect

As further described below, when you use or otherwise access the Services, we may collect information in multiple ways, including when you provide information directly to us, and when we passively collect information from your browser or device.

#### A. Information That You Provide Directly to Us:

We collect information from you (including, but not limited to, your name, email address, and location) when you voluntarily provide such information, such as when you contact us with inquiries, respond to one of our surveys, provide us with feedback, register for access to the Services, or use certain Services.

You may also provide us with information relating to third parties—including information stored in your email and mobile device address

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books—such as, without limitation, names, email addresses, and phone numbers of your contacts (collectively, “Third-Party Data”). The Services may request your permission to access such Third-Party Data.

You may also provide us with special categories of personal data under the GDPR (also known as sensitive data) about yourself and/or third parties, such as personal financial information. When you provide such information, we will seek your explicit consent.

We collect this information for the purposes described below in the section entitled, Our Use of Information Collected. While you are under no obligation to directly provide us with such information, should you choose to withhold such information, we may not be able to provide you with some or all of the Services.

If you provide personal information to the Services, you acknowledge and agree that such personal information may be transferred from your current location to the offices and servers of ECS and the authorized third parties referred to herein located in the United States or elsewhere.

Our Services may include online chats and message boards. Please remember that any information that is disclosed in these areas becomes public information for both us and other users to use and share. Please be considerate and respectful of others while using the community to share your opinions. We reserve the right, but do not have the obligation, to review and monitor such posting or any other content on our Services, and to remove postings or content that may be viewed as inappropriate or offensive to others.

### B. Information That is Passively or Automatically Collected

#### a. Device & Usage Information

When you interact with ECS through the Services, we may automatically receive and store certain information from devices that you use to access the Services. This information is collected passively using various technologies, and includes the type of internet browser or mobile device you use, any website from which you have come to the Services, your

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operating system, and may include location data through an IP address that identifies the city and state where you logged into the Services or your precise geo-location if you have permitted your mobile or other device to provide that information to us. ECS may store such information itself or such information may be included in databases owned and maintained by ECS affiliates, agents or service providers.

### b. Aggregated Data

In an ongoing effort to better understand and serve the users of the Services, ECS may conduct research on its customer demographics, interests and behavior based on information we collect. We may de-identify and/or aggregate the information collected through the Services for research purposes or any other purposes, and we may share this data with our affiliates, agents, business partners, or other third parties.

### c. Location Information

When you use the Services to organize a fundraising campaign, the Services may request that you provide your city or town and state or province of residence. We may also use your location information in an aggregate way, as described above in the "Aggregated Data" section.

### d. Cookies and Other Electronic Technologies

When you interact with the Services, we try to make that experience simple and meaningful. When you visit our Services, our web server may send a cookie to your computer or mobile device. Cookies are small pieces of information that are issued to your computer or mobile device when you visit a website or access or use a mobile application, and that store and sometimes track information about your use of the Service. A number of cookies we use last only for the duration of your web or application session and expire when you close your browser or exit the application. Other cookies are used to remember you when you return to the Service and will last longer.

Some of the cookies used by the Service are set by us, and some are set by third parties who are delivering services on our behalf.

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We may use cookies, and similar technologies to cookies, to collect information about your access and use of the Services. For example, we may use cookies or other technologies that: (1) allow you to navigate and use all the features provided by our Service; (2) customize elements of the layout and/or content within the Service and remember that you have visited us before; (3) identify the number of unique visitors we receive; (4) allow us to provide you with a customized experience; and (5) inform us how you use the Service (including how long you spend on the Service) and where you have come to the Service from, so that we can improve the Service and learn which functions of the Service are most popular with users. As we adopt additional technologies, we may also gather additional information through other methods.

### II. Our Use of Information Collected

ECS uses the information collected from the Services in a manner that is consistent with this Privacy Policy. If you become a donor or a beneficiary, we may reach out to you to provide helpful tips or advice in connection with your fundraising. If you provide information for a certain reason, we may use the information in connection with the reason for which it was provided. For instance, if you contact us by email, we will use the information you provide to answer your question or resolve your problem. Also, if you provide information about yourself, or have provided (or otherwise permitted the Services to access) any Third-Party Data, we will use your information and any such Third-Party Data to provide you with access to such services and to monitor your use of such services. For the purposes of the GDPR, we may use your information in the above ways as this is necessary for us to fulfill our obligations under our contract with you or in order to take steps at your request prior to entering into a contract.

ECS may also use the information we collect through the Services to help us in providing the Services and support services, processing transactions, fulfilling requests for information, receiving and sending communications, updating marketing lists, analyzing data and research aimed at improving the accuracy, effectiveness, usability or popularity of the Services, to personalize the content and advertising that you see on Services and to understand how users interact with and use our

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advertisement and Services, to associate your activities, customize content or tailor advertising across different device and browsers that you use to access the Services (for instance, computers, tablets, mobile devices, applications and websites), to comply with state, local, federal or international laws, to enforce our Disclosure Statement, Terms of Use Agreement, or this Privacy Policy, as otherwise described in this Privacy Policy, or in assisting with other tasks from time to time. Please note that we may combine information that we collect from you and about you (including automatically-collected information) with information we obtain about you from our affiliates and/or non-affiliated third parties, and use such combined information in accordance with this Privacy Policy. For the purposes of the GDPR, we may use your information in the above ways as this is necessary: (i) to fulfill our obligations under our contract with you or in order to take steps at your request prior to entering into a contract; (ii) for our legitimate interest to maintain our relationship with you or protect you and us against fraud; or (iv) to comply with legal obligations.

We may also use the information collected from the “Information We Collect” section, such as device identifiers and MAC addresses, to associate users’ activities, customize content, or tailor advertising to those users across different devices and browsers (for instance, tablets, mobile devices and applications, and websites). For the purposes of the GDPR, we may use your information in the above ways as this is necessary: (i) to fulfil our obligations under our contract with you or in order to take steps at your request prior to entering into a contract; (ii) for our legitimate interest to maintain our relationship with you or protect you and us against fraud; or (iv) to comply with legal obligations.

ECS may use the information collected through the Services to contact you about services we believe will be of interest to you. In some cases, we will seek your permission. In each marketing communication we send you will contain instructions permitting you to “opt-out” of receiving future marketing communications. In addition, if at any time you wish not to receive any future marketing communications or you wish to have your name deleted from our mailing lists, please contact us as indicated below. If you opt out of receiving marketing communications or other information we think may interest you, as discussed below, we may still

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send you emails about your account or any Services you have requested or received from us.

We may also use data collected through the Services to send communications relating to the Services, in accordance with applicable laws. For example, we may send periodic emails to registered users of the Services relating to their recent interactions with the Services. Also, if you use any feature of the Services permitting you to communicate with third parties (such as to refer a third party to the Services as a beneficiary), either by submitting Third-Party Data to the Services or otherwise permitting the Services to automatically access Third-Party Data in your possession, you acknowledge and agree that you have the authority of the relevant third party for us to access and use the relevant Third-Party Data and that you have notified these third parties and informed them how their information is collected and used by ECS to provide the Services. We reserve the right to identify you as the person who has made the referral in any messages that are sent to them. We may use Third-Party Data to (1) contact such third party using the Third-Party Data provided, and/or (2) provide you with an editable template message designed to facilitate communication between you and such third party through the Services. In addition to sending the foregoing communications, we may also send reminders or related messages to you and to third parties on your behalf from time to time where permitted by applicable law. In each case, any such communications sent to third parties using Third-Party Data will provide a means to "opt-out" of receiving further communication of the same nature.

### III. Our Disclosure of Information Collected Through the Services

There are certain circumstances in which we may share information collected through the Services with certain third parties without further notice to you, as set forth below:

#### A. Business Transfers:

As we develop our business, we might sell or buy businesses or assets. In the event of a corporate sale, merger, reorganization, dissolution, similar event, or steps taken in anticipation of such events (e.g., due

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diligence in a transaction), user information may be part of the transferred assets.

### B. Agents, Consultants, Vendors and Related Third Parties:

ECS, like many non-profits, sometimes hires other companies to perform certain business-related functions on its behalf, and we may provide access to or share your information with these companies so they can perform services for us. Examples of such functions include marketing, mailing information, data storage, security, fraud preventions, payment processing, legal services, and maintaining databases.

### C. Legal Requirements:

ECS may access, disclose, transfer and preserve your information when we have a good faith belief that doing so is necessary to: (i) comply with the law including with subpoenas, search warrants, court orders, and other legal process; and respond to inquiries or requests from government, regulatory, law enforcement, public authorities, or content protection organizations; (ii) protect and defend the legal rights, privacy, safety or property of ECS, its affiliates, subsidiaries, employees, agents, contractors, or its users; (iii) permit us to pursue available remedies, commence, participate in, or defend litigation, or limit the damages we may sustain; or (iv) enforce this Privacy Policy or any applicable Terms of Service.

### D. Campaign Organizers:

If you donate to a fundraising campaign or are the donor-advised beneficiary of a fundraising campaign, we may share your name, email address and other information you've provided in connection with such with the campaign organizer, who may contact you. By donating to the campaign or accepting a charitable donation from ECS, you consent to our sharing the above information and to the campaign organizer contacting you.

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### E. Your Consent:

We may share your information in the event that you consent to the sharing of your information. For example, we may partner with third party organizations to arrange for specific campaigns. If you consent to our delivering your contact information to a specific partner, we may share, with the partner organization, your name, email address and other information you've provided in connection with your donation to the specific campaign.

### F. Aggregate and/or De-Identified Information:

We may aggregate and/or de-identify your information so that the information no longer relates to you individually. Our use and disclosures of such aggregated or de-identified information is not subject to this Privacy Policy and may be disclosed to others without limitation and for any purpose.

### G. Analytics:

We may use third-party web analytics services on our Services, such as those of Google Analytics. These service providers use the sort of technology previously described in the “Cookies and other electronic technologies” section to help us analyze how users use the Services, including by noting the third-party website from which you arrive, and provide certain features to you. The information (including your IP address) collected by the technology will be disclosed to or collected directly by these service providers, who use the information to evaluate your use of the Services. This information may be used to place interest-based advertisements on the Service. This may result in you seeing advertisements for our Service when you visit other websites.

### H. Tailored Advertising:

We may use third-party advertising technologies that allow for the delivery of relevant content and advertising on our Service, as well as on other websites you visit. The ads may be based on various factors such as the content of the page you are visiting, information you enter such as your age and gender, your searches, demographic data, user-



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generated content, and other information we collect from you. These ads may be based on your current activity or your activity over time and across other websites and online services and may be tailored to your interests.

Also, third parties whose products or services are accessible or advertised on our Service may place cookies or other tracking technologies on your computer, mobile phone, or other device to collect information about your use of the website as discussed above. We also allow other third parties (e.g., ad networks and ad servers such as Google Analytics, DoubleClick and others) to serve tailored ads to you on our website, other sites, and in other applications, and to access their own cookies or other tracking technologies on your computer, mobile phone, or other device you use to access the website. We may provide our customer information (such as a hashed version of your email addresses) to service providers, who may “match” this information in de-identified form to cookies (or mobile ad identifiers) and other proprietary IDs, in order to target or “retarget” you with ads when you visit other websites and mobile applications. (You may opt out of these many of these service providers as described in the next paragraph.)

We neither have access to, nor does this Privacy Policy govern, the use of cookies or other tracking technologies that may be placed on your computer, mobile phone, or other device you use to access our website by non-affiliated, third-party ad technology, ad servers, ad networks or any other non-affiliated third parties. Those parties that use these technologies may offer you a way to opt out of ad targeting as described below.

If you receive tailored advertising on your computer through a web browser, you can learn more about such tailored browser advertising and how you can generally control cookies from being put on your computer to deliver tailored advertising, by visiting the European Interactive Digital Advertising Alliance Consumer Ad Choices [link](#) for EU based advertising or for US based advertising either: (i) the Network Advertising Initiative’s Consumer Opt-Out [link](#) or (ii) the Digital Advertising Alliance’s Consumer Opt-Out [link](#) to opt-out of receiving tailored advertising from companies that participate in those programs.

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To opt out of Google Analytics for display advertising or customize Google display network ads, you can visit the [Google Ads Settings page](#).

Please note that to the extent advertising technology is integrated into our website or other websites that you visit, you may still receive advertisements even if you opt-out. In that case, the advertising may not be tailored to your interests. Also, we do not control any of the above opt-out links or whether any particular company chooses to participate in these opt-out programs. We are not responsible for any choices you make using these mechanisms or the continued availability or accuracy of these mechanisms.

### I. Unsolicited Information:

Please be advised that some information you provide may be publicly accessible, such as information posted in forums or comment sections. We may also collect information through customer support communications, your communication to us of ideas for new products or modifications to existing products, and other unsolicited submissions (collectively, with publicly-accessible information, "Unsolicited Information"). By sending us Unsolicited Information, you further (a) agree that we are under no obligation of confidentiality, express or implied, with respect to the Unsolicited Information, (b) acknowledge that we may have something similar to the Unsolicited Information already under consideration or in development, (c) grant us an irrevocable, non-exclusive, royalty-free, perpetual, worldwide license to use, modify, prepare derivative works, publish, distribute and sublicense the Unsolicited Information, and (iv) irrevocably waive, and cause to be waived, against ECS and its users any claims and assertions of any moral rights contained in such Unsolicited Information. This Unsolicited Information section shall survive any termination of your account or the Services. This Privacy Policy otherwise does not apply to any information collected by ECS other than information collected through the Services.

### IV. Children

Our Services are not designed for use by individuals under the age of 13. If you are under the age of 13, please do not use the Services and/or submit any information through the Services. If you have reason to

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believe that a child under the age of 13 has provided personal information to ECS through the Services, please contact us support@emergencycs.org, and we will delete that information from our databases to the extent required by law.

### V. Links to Other Web Sites

This Privacy Policy applies only to the Services. The Services may contain links to other web sites not operated or controlled by ECS (the "Third-Party Sites"). The policies and procedures we described here do not apply to the Third-Party Sites. The links from the Services do not imply that ECS endorses or has reviewed the Third-Party Sites. We suggest contacting those sites directly for information on their respective privacy policies.

### VI. Security

ECS has implemented technical and organizational security measures to protect the Personal Data provided via the Services from loss, misuse, and unauthorized access, disclosure, alteration, or destruction. For example, limiting access to information only to employees and authorized service providers who need to know such information for the purposes of this Privacy Notice. However, no Internet or email transmission is ever fully secure or error free. In particular, email sent to or from the Services may not be secure. Therefore, you should take special care in deciding what information you send to us via email. Please keep this in mind when disclosing any information to ECS, or others, via the Internet.

### VII. Do-Not-Track Signals

Do Not Track ("DNT") is a privacy preference that users can set in certain web browsers. We do not recognize or respond to browser-initiated DNT signals, as the Internet industry is currently still working toward defining exactly what DNT means, what it means to comply with DNT, and a common approach to responding to DNT.

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### VIII. Retention of Your Information

We will only retain the information for as long as necessary for the purpose for which that information was collected and to the extent permitted or required by applicable laws. When we no longer need to use your information, we will remove it from our systems and records and/or take step to anonymize it so that you can no longer be identified from it in accordance with our internal document retention policies.

### IX. Access to Information

You may request, in writing, copies of personal information about you held by us. If that information is inaccurate, please let us know and we will endeavor to make the necessary amendments, erase, or block the relevant information as you request.

### X. Users in Europe

If you are in Europe:

- for the purposes of the EU General Data Protection Regulation 2016/679 (the "GDPR"), the data controller is ECS and can be reached at the address set out in the section labeled, "Contacting ECS";
- "information" covers all personal data processed by us which means information that (either in isolation or in combination with other information) enables you to be identified directly or indirectly; and
- you will not need to consent to this Privacy Policy, but do acknowledge you have read and understood its terms.

#### A. Access.

You have the right to request a copy of the information we are processing about you.

#### B. Rectification.

You have the right to have incomplete or inaccurate information that we process about you rectified.

C. Deletion.

You have the right to request that we delete information that we process about you, except we are not obliged to do so if we need to retain such data in order to comply with a legal obligation or to establish, exercise or defend legal claims.

D. Restriction.

You have the right to restrict our processing of your information where you believe such data to be inaccurate; our processing is unlawful; or that we no longer need to process such data for a particular purpose unless we are not able to delete the data due to a legal or other obligation or because you do not wish for us to delete it.

E. Portability.

You have the right to obtain information we hold about you in a structured, electronic format, and to transmit such data to another data controller, where this is (a) information that you have provided to us, and (b) if we are processing that data solely on the basis of your consent or to perform a contract with you.

F. Objection.

Where the legal basis for processing your information is our legitimate interest, you have the right to object to such processing on grounds relating to your particular situation. We will abide by your request unless we have compelling legitimate grounds for the processing which override your interests, or if we need to continue to process the data for the establishment, exercise or defence of a legal claim.

G. Withdrawing Consent.

If you have consented to our processing of your information, you have the right to withdraw your consent at any time, free of

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charge. This includes where you wish to opt out from marketing messages.

You can make a request to exercise any of these rights in relation to your information by sending the request to us at the email address or mailing address set forth under “Contacting ECS.” For your own privacy and security, at our discretion, we may require you to provide your identity before providing the requested information. Please note that ECS may take up to 30 days to fulfill such requests.

You also have the right to lodge a complaint with the local data protection authority if you believe that we have not complied with applicable data protection laws. A list of local data protection authorities in European countries is available [here](#).

### XI. Other Terms and Conditions

Your access to and use of the Services is subject to the Disclosure Statement and Terms of Use Agreement and such other terms, which may be made available to you in connection with your use of the Services.

### XII. Changes to ECS’s Privacy Policy

The Services and our business may change from time to time. As a result, at times it may be necessary for ECS to make changes to this Privacy Policy. ECS reserves the right to update or modify this Privacy Policy at any time and from time to time. If you disagree with our revisions to the Privacy Policy, you may de-activate your account or discontinue the use of our Services. Please review this policy periodically, and especially before you provide us with any information through the Services. This Privacy Policy was last updated on the date indicated above. Your continued use of the Services after any changes or revisions to this Privacy Policy shall indicate your agreement with the terms of such revised Privacy Policy.

If you are in Europe, you will not be required to agree to changes to this Privacy Policy, unless we specifically seek your consent.

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### XIII. Contacting ECS

Please also feel free to contact us if you have any questions about ECS's Privacy Policy or the information practices of the Services.

You may contact us as follows:

Emergency Charitable Services  
530 South Lake Avenue, Unit 105  
Pasadena, California 91103  
[support@emergencycs.org](mailto:support@emergencycs.org)

For the purposes of the GDPR, you may contact our Data Protection Officer by sending an email to [support@emergencycs.org](mailto:support@emergencycs.org) with the subject line "GDPR."