

SURVIVEIT® - PRIVACY POLICY

Last Updated: November 4, 2020

SURVIVEIT® (“SURVIVEIT®,” “we,” “us” or “our”) takes the privacy of those using our services very seriously and is committed to protecting your personal information. This Privacy Policy (the “Privacy Policy”) discloses our privacy practices with respect to our collection and use of Personal Information (defined below) on our online or mobile website, and any other media form or media channel (“Website”), or mobile application related, linked or otherwise connected thereto (the “App”), or Resource Tool (collectively, our “Services”).

PLEASE READ THIS PRIVACY POLICY CAREFULLY. THIS PRIVACY POLICY, ALONG WITH OUR TERMS OF USE, WHICH ARE INCORPORATED BY REFERENCE IN THEIR ENTIRETY, CONSTITUTES A LEGALLY BINDING AGREEMENT BETWEEN YOU AND SURVIVEIT THAT CONDITIONS YOUR USE OF THE SERVICES. BY USING OR ACCESSING THE SERVICES, YOU SIGNIFY YOUR ACCEPTANCE OF THIS PRIVACY POLICY AND SURVIVEIT’S TERMS OF USE, WHERE AND AS PERMITTED BY APPLICABLE LAW. PLEASE DO NOT PROVIDE US ANY PERSONAL INFORMATION OR ACCESS OR USE OUR SERVICES FOR ANY PURPOSE IF YOU DO NOT AGREE TO THIS PRIVACY POLICY AND OUR TERMS OF USE. WE RESERVE THE RIGHT TO TERMINATE OR LIMIT YOUR ACCESS TO OUR SERVICES.

1. What Personal Information We Collect.

In order to better provide you with Services, we may collect, process and store personal information about you.

For the purposes of this Privacy Policy, “Personal Information” means information that identifies, relates to, describes, is reasonably capable of being associated with, or could be reasonably linked, directly or indirectly, with a particular consumer, device or household. It does not include de-identified or aggregate information, or public information lawfully available from governmental records.

When a user of the Services (“User”) engages in certain activities on the Services, we may ask the User or the parent or legal guardian of the User to provide certain information such as their age, gender, and other related information. Such demographic information may be helpful for informational, research, or improvement purposes (detailed in the chart below). Depending upon the activity, some of the information we ask you to provide are in mandatory fields and some are in voluntary fields. If you do not provide the mandatory data with respect to a particular activity, you will not be able to engage in that activity.

The following chart describes the categories of Personal Information we may collect and have collected about Users in the past 12 months and, for each category, where and why we collected it, and the categories of entities with which we shared the Personal Information, if any:

Category of Personal Information	Sources of Personal Information	Purpose of collection	Categories of entities with whom Personal Information was shared
Identifiers – such as name, postal	Directly from the User or the parent	To provide you Services;	Professional advisers, including accountancy

<p>address, email address, account name, or other similar identifiers</p>	<p>or legal guardian of the User when they sign-up for the Newsletter, create an account, use the Resource Tool, or donate to the organization;</p> <p>Automatically when you use our Services; and</p> <p>Publicly available sources.</p>	<p>To verify your identity or for other fraud and/or crime prevention;</p> <p>To debug errors in our systems;</p> <p>For our marketing and promotional purposes; and</p> <p>For internal research, analytics, and development.</p>	<p>and legal firms, in order to provide us with advice;</p> <p>Service providers, including to provide and support our data management, analytics, security, and storage systems; and</p> <p>Government authorities or other entities with legal authority to request the information.</p>
<p>Demographic information, including age, gender, race, ethnicity, geographic, education and other related information</p>	<p>Directly from the User or the parent or legal guardian of the User when they sign-up for the Newsletter, create an account, use the Resource Tool, or donate to the organization.</p>	<p>To provide you Services;</p> <p>For internal research, analytics, development, and improvement of the Services; and</p> <p>For our marketing and promotional purposes.</p>	<p>Professional advisers, including accountancy and legal firms, in order to provide us with advice;</p> <p>Service providers, including to provide and support our data management, analytics, security, and storage systems; and</p> <p>Government authorities or other entities with legal authority to request the information.</p>
<p>Financial information</p>	<p>Directly from the User or the parent or legal guardian of the User when they donate to the organization.</p>	<p>To process your donation;</p> <p>To respond to any questions or concerns you have raised;</p> <p>To deal with administrative matters such as to audit donations;</p> <p>To carry out compliance checks and controls;</p> <p>To verify your identity or for other fraud and/or crime prevention;</p>	<p>Professional advisers, including accountancy and legal firms, in order to provide us with advice;</p> <p>Service providers, including to provide and support our data management, analytics, security, and storage systems; and</p> <p>Government authorities or other entities with legal authority to</p>

		To debug errors in our systems; and For internal research, analytics and development.	request the information.
Unique and online identifiers – such as IP address, device IDs, or other similar identifiers	Directly from the User or the parent or legal guardian of the User; Automatically when you use our Services; and Through publicly available sources.	To provide you Services; To respond to any questions or concerns you have raised; To deal with administrative matters; To protect the security and integrity of the Services; and For internal research, analytics and development.	Professional advisers, including accountancy and legal firms, in order to provide us with advice; Service providers, including to provide and support our data management, analytics, security, and storage systems; and Government authorities or other entities with legal authority to request the information.
Healthcare and medical information – such as history, medical condition (including diagnosis) caregiver, treatment, and doctor.	Directly from the User or the parent or legal guardian of the User when they sign-up for the Newsletter, create an account, use the Resource Tool, or donate to the organization.	To provide you Services; To respond to any questions or concerns you have raised; To deal with administrative matters; To protect the security and integrity of the Services; and For internal research, analytics and development.	Professional advisers, including accountancy and legal firms, in order to provide us with advice; and Service providers, including to provide and support our data management, analytics, security, and storage systems.

We may combine your Personal Information and other information collected about your use of the Services, and also supplement with information from external sources for the purposes described in this Privacy Policy.

2. How We Share Your Personal Information.

We may share your Personal Information as set forth in the chart above, including sharing with our affiliates, service providers, partners, and other third parties to operate and improve our Services.

Occasionally, we may be required to share the Personal Information of the Users with other third parties for legitimate business purposes, or to comply with legal obligations. For example, we may share Personal Information when we believe in good faith that an applicable law requires it; at the request of law

enforcement, judicial authorities (e.g. upon receipt of a court order or subpoena), appropriate governmental authorities; to detect and protect against fraud, or any technical or security vulnerabilities; to respond to an emergency; or otherwise to protect the rights, property, safety or security of third parties, users of our Services, our businesses, or the public.

Business Transfers

We may choose to buy or sell assets, and may share and/or transfer Personal Information in connection with the evaluation of and entry into such transactions. Also, if we (or our assets) are acquired, or if we go through some other change of control, Personal Information could be one of the assets transferred to or acquired by a third party. However, we note that any entity acquiring our business or assets would have an obligation to use the Personal Information that comes with it strictly in accordance with this Privacy Policy. You acknowledge that such transfers may occur, and that any acquirer of us or our assets may continue to use your Personal Information only as set forth in this policy.

3. Anonymized and Aggregated Information

We may anonymize your Personal Information so that you are not identified as an individual, and we may use and disclose such information in a number of ways, including for research, analysis, and any other legally permissible purposes. Such information is not considered Personal Information.

We may also combine your information with others', which will result in the information no longer being able to be tied to you. For example, information that SURVIVEiT collects about you may be combined by SURVIVEiT with other information available to SURVIVEiT through third parties for research and measurement purposes, including measuring the effectiveness of content, or programs. We may also report aggregate information, which is not able to be identified back to an individual user of the Services, to our current or prospective business partners.

4. We Do Not Sell Your Personal Information

We do not disclose and have not disclosed your Personal Information to any other third parties for any purpose other than those described in this Privacy Policy or unless the law requires it.

We will not sell and have not sold within the past 12 months any of the Personal Information in our possession.

5. Children's Privacy Policy

The minimum age to sign up for our Services and to register for Services is thirteen (13) years old.

In the event that we discover that we have inadvertently collected Personal Information from a child under the age of 13 years, we will attempt to notify the child's parent or guardian, and, if unsuccessful, we will delete the child's Personal Information. If you believe that we might have collected Personal Information from your child under the age of 13 years without consent, please contact us at info@surviveit.org or via the Contact Us feature of our Website.

6. California Shine the Light

California Civil Code Section 1798.83, also known as the “Shine The Light” law, permits California residents to annually request, free of charge, information about the Personal Information (if any) disclosed to third parties for direct marketing purposes in the preceding calendar year. We do not share your Personal Information with third parties for their own marketing purposes.

7. Do-Not-Track Signals

California law requires us to let you know how we respond to web browser Do Not Track (DNT) signals. Because there currently is not an industry or legal standard for recognizing or honoring DNT signals, we do not respond to them at this time. We await the result of work by the privacy community and industry to determine when such a response is appropriate and what form it should take.

8. Security of Personal Information.

We implement and maintain reasonable security appropriate to the nature of the Personal Information that we collect, use, retain, transfer or otherwise process.

Though we are committed to developing, implementing, maintaining, monitoring and updating a reasonable information security program, unfortunately, no data transmission over the Internet or any wireless network can be guaranteed to be 100% secure. Data security incidents and breaches can occur due to vulnerabilities, criminal exploits or other factors that cannot reasonably be prevented. Accordingly, it cannot be assumed that the occurrence of any given incident or breach results from our failure to implement and maintain reasonable security. If you have reason to believe that the security your of communications or Personal Information has been compromised, please notify us immediately at info@surviveit.org or via the Contact Us feature of our Website.

9. Links to Other Websites/Apps.

Our Services may contain links to third-party external web sites or third-party applications. SURVIVEiT is not responsible for the privacy practices or the content of non-SURVIVEiT websites or applications. Links to non-SURVIVEiT websites or third-party applications are provided only as a convenience. SURVIVEiT does not endorse any link made available through our Services that is not a SURVIVEiT website or App. We encourage all users to read the privacy policies of each and every website or app visited when linking directly from our Services or providing Personal Information to such third-party sites. Any Personal Information you choose to give to unrelated third parties is not covered by this Privacy Policy.

This Policy applies only to information collected by our Services.

10. Changes.

We reserve the right to revise this Privacy Policy at any time by amending this page and changes will be effective upon being posted unless we advise otherwise. If we make any material changes to this Privacy Policy, we will notify you by means of a notice on our Website prior to the change becoming effective. By continuing to use the Services after changes are made to this Privacy Policy, you agree to such changes, where and as permitted by applicable law. We encourage you to check this page from time to time to take notice of any changes we make. If you do not accept the terms of this Privacy Policy, we ask that you exit our Services immediately.

The Privacy Policy published on our Website is kept up to date.

11. Contact.

If you have questions on the processing of your Personal Information, or have a complaint, please contact us at info@surviveit.org or via the Contact Us feature of our Website.