PRIVACY POLICY

This Privacy Policy is designed to assist you in understanding how West Chester University Foundation ("we", "our", or "us") collects, uses, and safeguards the information you provide us when you visit our website (https://www.wcufoundation.org/) (the "Site"), or use the services we provide on the Site (together, the "Services") and your rights in connection with such use.

INFORMATION WE COLLECT AND HOW WE USE IT

For purposes of this Privacy Policy, personal information means information that identifies, relates to, describes, is capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular consumer or household.

We collect personal information from you voluntarily when you:

1. Contact us. When you click on our Contact Us form, you have the option to send us an email directly. We collect your identifiers, like your name and email address, and any additional information you choose to provide. We collect this information so that we can appropriately respond to your questions.

2. Login to our portal. When you log in to our portal, we collect your identifiers and employment information. We collect this information so that we may facilitate our online community and connect with you. We also process your financial information at your request, should you seek to make a donation you make.

3. Apply for employment. When you apply for employment with WCUF, we collect your identifiers, like your name, signature, current address, and phone number, your employment information, and education information. We collect this information so that we can evaluate your candidacy for the position for which you applied and communicate with you throughout the review process. We process your application internally and not by a third party. If you are hired, your application becomes part of your employee file. We do not share the information you provide in the application to anyone outside WCUF, except as we believe is required by law.

4. Send Us News. When you fill out this form, we collect your identifiers, like your name, email, home address, and phone number, your education information, like your class year, major, and student ID, as well as your employment information. We also collect identifiers of others, like the name of your spouse and children, and any additional information you choose to provide in the comment section. We collect this information to keep updated on your current work and to market you, as appropriate, as alumni of WCUF.

5. Donate to WCUF. When you donate to WCUF, we collect your identifiers, like your name, address, phone number, email, and your financial information, like your billing information. We collect this information to process your donation. We never store your credit card information and through our service provider, we comply with Payment Card Industry (PCI) standards.

6. Become part of our alumni donor database. When you become part of our database, we collect your identifiers, like your name, address, phone number, email, and your financial information, like your billing information. We collect this information to process your donation and add you to our mailing list. We also collect this information so that we can market to you and

request future donations. We will seek your consent before we place you on our alumni donor list and contact you for donations.

7. <u>Send us an email</u>. Throughout our Site, there are links to which you may directly send us an email. When you click on these links, we will collect your identifiers, like your name and email address, any other information you decide to share with us so that we may respond to your question and send you any informational messages as necessary.

8. <u>Add an event to your online calendar</u>. On our Events page, you have the option to place upcoming events on your personal online calendar. When you register for an event, we collect your identifiers so that we may create a roster of our upcoming events and communicate with you by email regarding the upcoming event. You may subscribe to these emails anytime by clicking the unsubscribe button toward the bottom of the email.

<u>We collect personal information about you automatically when you</u>:

1. <u>Log data</u>. When you visit our Site, we process your internet activity information. For example, our servers automatically record certain information sent by your browser, such as your Web request, your IP address, your referring URL, your browser type and language, and the date and time of your request.

2. <u>Cookie data</u>. "Cookies" are small pieces of text sent to and stored by your web browser by a website you visit. We place and store cookies for multiple purposes. Cookies enable us to personalize your viewing experience. When you revisit our Site, we can recognize you by the cookie and customize your experience at the Site accordingly. For example, we use cookies to track Site usage and traffic patterns, prevent fraudulent activity or improve Site security, and assess the performance of the Site.

- Required cookies. These cookies are required for making use of the Services. These cookies include security cookies to authenticate users, prevent fraudulent use, and protect user data from unauthorized parties as well as session cookies that remember your log-in session so you can move easily within the Services.
- Functional cookies. These cookies record some of your activity on the Services as well as information about your device, such as what browser you are running, and what pages you access. This information helps us and our third party service providers diagnose server and software errors, and, in cases of abuse, track and mitigate the abuse.
- Analytics cookies. Our service providers also place and store cookies for analytics. These cookies allow our service providers and us to recognize and count the number of users of the Site, to see how they move around the Site, and when they are using the Site.

    i. <u>Google Analytics</u>. We use a tool called "Google Analytics" to place cookies to collect information on your use of the Site. We use the information we get from Google Analytics to improve the Site. In order to collect this information, Google Analytics may set cookies on your browser or mobile device, or read cookies that are already there. Google Analytics may also receive information about you from apps you have

downloaded, that partner with Google. We do not combine the information collected through the use of Google Analytics with personally identifiable information. Google's ability to use and share information collected by Google Analytics about your visits to the Site or to another application which partners with Google is restricted by the Google Analytics Terms of Use and the Google Privacy Policy. Please review those policies here for information about how Google uses the information provided to Google Analytics and how you can control the information provided to Google. To prevent your data from being used by Google Analytics, you can download the Google Analytics opt-out browser add-on for Google Analytics which can be found here.

ii. <u>Google Tag Manager</u>. We use a tool called "Google Tag Manager" to organize third-party tags on our Site and control when these tags are triggered. Google Tag Manager collects ad views, analytics, browser information, cookie data, date/time demographic data, hardware/software type, internet service provider, interaction data, page views, IP address, search history, location based data, and device ID. We use the information we get from Google Tag Manager to improve the Site.

iii. <u>How to manage cookies via your browser settings</u>. To find out how to see what cookies have been set on your computer or device, and how to reject and delete the cookies, please visit: https://www.aboutcookies.org/. For information on how to enable, disable, or delete cookies according to your browser, see YOUR CHOICES WITH RESPECT TO YOUR INFORMATION section below. Please note that if you set your browser to disable cookies, you may not be able to access secure areas of our Site and parts of our Site may not work properly.

HOW WE SHARE YOUR INFORMATION

We share your personal information with service provides that facilitate the provision of our Services, as necessary to run our foundation efficiently and to comply with legal and other obligations.

1. <u>Service Providers</u>. We may share your personal information with our service providers to perform services for or on our behalf in order to maintain our computer database, perform marketing activities, conduct surveys, validate your employment application, and similar services.

2. <u>Corporate Reorganization</u>. In the event we enter into, or intend to enter into, a transaction that alters the structure of our business, such as a reorganization, merger, acquisition, sale, joint venture, assignment, consolidation, transfer, change of control, or other disposition of all or any portion of our business, your personal information would be part of the assets shared with third parties, including the buyer or target (and their agents and advisors) for the purpose of facilitating and completing the transaction. If we undergo bankruptcy or liquidation, personal information would be part of the liquidation assets and we would share it with third parties in the course of such proceedings.

3. <u>To prevent harm</u>. We will share your personal information, if necessary, to law enforcement personnel and agencies, to meet national security requirements, to protect our property, in furtherance of an investigation regarding a breach of the Site rules and policies, unauthorized access to or use of the Site or any other illegal activities.

4. <u>With Your Consent</u>. Apart from the reasons identified above, we may request your permission to share your personal information for a specific purpose. We will notify you and request consent before you provide the personal information, or before the personal information you have already provided is shared for such purpose.

5. <u>Marketing</u>. For marketing purposes, we publish on our website your name, graduation year, level of donor support. You may request that your donation be anonymous or that we refrain from publishing your personal information by contacting us at the information below.

HOW WE STORE AND PROTECT YOUR INFORMATION

We implement and maintain reasonable security procedures and practices appropriate to the nature of the personal information we store, in order to protect it from unauthorized access, destruction, use, modification, or disclosure. We implemented various policies including, encryption, access, and authentication to guard against unauthorized access to personal information in our systems. Please be aware that no method of transmission over the internet, or method of electronic storage is 100% secure and we are unable to guarantee the absolute security of the personal information we have collected from you.

DO NOT TRACK DISCLOSURE

We do not support Do Not Track. Do Not Track is a preference you can set in your web browser to inform websites that you do not want to be tracked. You can enable or disable Do Not Track by visiting the Preferences or Settings page of your web browser. For further details, visit https://www.eff.org/issues/do-not-track.

YOUR CHOICES WITH RESPECT TO YOUR INFORMATION

1. *Correct, view, and access your information.* To correct, view or access your personal information you may contact us using the online form or by using the contact information provided below.

2. *Deletion*. To delete your personal information, you may contact us using the online form or by using the contact information provided below.

3. *Emails and Communications.* If you no longer wish to receive correspondence, emails, or other communications from us, you may opt-out by clicking the 'unsubscribe' link contained in the communication, by completing the online form, or contacting us using the contact information provided below.

4. *Cookie settings:* To find out how to see what cookies have been set on your computer or device, and how to reject and delete the cookies, please visit: https://www.aboutcookies.org/. If you would like to opt out of our cookies, you can go to your website browser and choose to opt out of our Site specifically. If you upgrade your browser, or if you visit us from a different computer, you will need to return and update your preferences. You can use the browser that you are using to view this Site to enable, disable, or delete Cookies. To do this, follow the instructions provided by your browser (usually located within the "Help", "Tools" or "Edit" settings). Each web browser is different. For information on reviewing or deleting cookies from specific browsers, click on the appropriate browser: Firefox, Firefox IOS, Firefox Android, Safari, Safari Mobile, Chrome, Internet Explorer, Microsoft Edge, Opera.

5. *Google Analytics*: See http://www.google.com/policies/privacy/partners/ for information about how Google uses the information provided to Google Analytics. You can control the information provided to Google and opt out of certain ads provided by Google by using any of the methods set forth here or using the Google Analytics opt out browser add-on here.

CHILDREN'S PRIVACY
This Site and our Services are not intended for individuals under the age of eighteen (18) years. Accordingly, we do not knowingly collect or share information from children.

CHANGES TO THIS PRIVACY POLICY

This Privacy Policy may be updated and changed from time to time. We will post the new Policy on the Site and will indicate the date it goes into effect. If the changes materially affect your rights, our website will contain a special notice about the changes and, if required by law, will prompt you for your consent for certain changes. Each version of this Privacy Policy will be identified by its effective date, which you can find at the bottom of this Policy.

CONTACT US

If you have any questions or comments about our privacy practices, you can contact us at:

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