

RILEY CHILDREN'S FOUNDATION PRIVACY POLICY

Effective Date: April 28, 2020

A. Scope

The Riley Children's Foundation (hereinafter referred to as "the Foundation", "we", "us", or "our"), is committed to protecting the privacy of our donors and the personal information you may share with us in person, by phone, or electronically through email or the Riley Children's Foundation website (the "Website") or that we hold. We value our donors' trust and recognize that maintaining this trust requires us to be transparent and accountable to our supporters and the public at all times. This Privacy Policy (the "Policy") describes the information collected about users of and visitors to our Website and our practices for using, maintaining, protecting, and disclosing that information.

We respect the requests of our donors who choose to remain anonymous. Riley Children's Foundation is also committed to protecting your personal information. We do not sell or exchange mailing lists including your information.

Our Website may link to or contain links to third party websites that we do not control or maintain, such as in connection with purchasing products we may recommend or reference via our Website and/or advertisements you may see while using our Website. We are not responsible for the privacy practices employed by any third party website. We encourage you to note when you leave our Website and to read the privacy statements of all third party websites before submitting any personal data.

In addition to this Policy, at Riley Children's Foundation we adhere to:

- [All relevant points within the federal HIPAA law](#)
- [The Donor Bill of Rights](#)
- [The Association for Healthcare Philanthropy Statement of Professional Standards and Conduct](#)
- [State Nonprofit Disclosures](#)

B. Information Collected and Maintained

The Riley Children's Foundation collects and maintains personal information that you, our donors, provide to us when you:

- 1) Contact us by phone, mail, or email, in person, or via our website;
- 2) Register for an event;
- 3) Make a contribution, either on our Website, at a special event, over the phone, or by mailing in a check;

- 4) Navigate through our Website; and/or

From time to time, we may collect personal information from you in ways not described above, subject to your express approval.

C. Types of Information

We collect and maintain the following types of information about our donors:

- 1) Personal information, including:
 - a. Contact information, such as name, address, email, and telephone number;
 - b. Financial information, including types and amounts of donations, and credit card information over the Internet or by direct mail. We do not disclose credit card account information provided by our donors, except for the proper processing of donations;
 - c. Information on events attended and publications received;
 - d. Any other information provided by the donor to the Riley Children's Foundation, such as public comments or posts on our Website.
- 2) Non-personal information that does not personally identify you, including information that is anonymized, aggregated, or publicly available when not combined with non-publicly available information about you.
- 3) Information about your equipment, browsing actions, and patterns, including information automatically collected through technical methods such as:
 - a. Cookies (or browser cookies). A cookie is a small file placed on the hard drive of your computer. You may refuse to accept browser cookies by activating the appropriate setting on your browser. However, if you select this setting you may be unable to access certain parts of our Website. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to our Website.
 - b. Flash Cookies. Certain features of our Website may use local stored objects to collect and store information about your preferences and navigation to, from, and on our Website. Flash cookies are not managed by the same browser settings as are used for browser cookies.
 - c. Session Cookies. We use a session cookie to ensure that your session remains secure by maintaining an identifier unique to your session. The session cookie self-terminates after you close your browser. Persistent cookies are only used if you choose to have your login and password information maintained for future connections. The default setting is set to not store login and password information.

- d. Web Beacons. Pages of our Website and our e-mails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit us, for example, to count users who have visited those pages or opened an email and for other related Website statistics (for example, recording the popularity of certain Website content and verifying system and server integrity).

D. Confidentiality

All information about any financial and non-financial transactions between you and the Riley Children's Foundation is considered highly confidential and we employ appropriate security measures designed to protect it. While the information is kept confidential, it is shared with our board members, staff, volunteers, consultants, vendors, professionals, and any of our parent organizations or subsidiaries on a need-to-know basis and in compliance with all laws, regulations, court orders, or other governmental requests.

E. Use of Personal Information

We collect and maintain personal information to:

- 1) Establish a relationship and communicate with you about the Riley Children's Foundation, including our programs, special events, and funding needs.
- 2) Learn about our donors and what matters to you.
- 3) Develop and deliver marketing materials and special promotions through direct mail, email, and by phone.
- 4) Process donations and event registrations and issue tax receipts.
- 5) Comply with all laws and regulations, including reporting requirements.
- 6) Plan future fundraising activities and events.
- 7) Analyze giving patterns through Google Analytics, a service which transmits traffic data to Google servers in the United States. Google Analytics does not identify users or associate your IP address with any other data held by Google. We use reports provided by Google Analytics to help us understand website traffic and webpage usage.
- 8) Solicit feedback from you by conducting surveys.

We use industry standard safeguards to protect your personal information against the unauthorized access, use, alteration, or destruction of your personal information. We will not share, sell, or exchange your personal information with any other entity for third-party fundraising or marketing purposes, except as provided in this Policy or as expressly consented to by you. To opt out, you may contact us as described in the "Contact Us" section below. To the extent that a third-party service provider is used to process any donations, the provider is

bound by strict confidentiality rules, and your information will only be used to the extent necessary to process the donation.

For example, we may share your data with our third-party service providers for developing and delivering marketing materials and/or email campaigns. We also may share your data with our third party service providers to provide us with analytics for our Website, including giving patterns and Website visits.

F. Communications

The Riley Children's Foundation will from time to time communicate with you, including by phone, text, email, and direct mail, concerning the our charitable activities, events, and requests for future support.. To opt out of receiving these communications, you may contact us as described in the "Contact Us" section below or by clicking on the "unsubscribe" link in any email communications.

G. Retention and Destruction of Your Information

We comply with applicable Internal Revenue Service, state, and local regulations and our internal policies governing the retention, management, and destruction of donor information we collect and maintain. The Riley Children's Foundation stores only the last four digits of any credit card information provided either for donations or through our online merchandise store. Please consult our online merchandise store's Privacy Policy to learn about the store's retention and destruction of your information.

H. Accessing and Correcting Your Personal Information

You can review and request changes to the personal information that we have collected about you by contacting us as described in the "Contact Us" section below. However, please be aware that we may not accommodate a change request that would impact record retention or other operational requirements like remembering email opt-out preferences, violate any law or legal requirement, or cause the information to be incorrect. Deleting your personal information may also require deleting your user account (if any).

I. Changes to the Policy

This Policy is current as of the date stated at the top of this Policy. We reserve the right to amend this Policy from time to time. We may notify you of any material changes to the Policy by email to the email address specified in your account and/or through a notice on the Website home page. You are responsible for ensuring we have an up-to-date active and deliverable email address for you, and for periodically visiting our Website and this privacy policy to check for any changes.

J. Children Under the Age of 13

Our website is not intended for children under 13 years of age. No one under age 13 may provide any personal information to or on the website. We do not knowingly collect personal information from children under 13. If you are under 13, do not use or provide any information

on this website or through any of its features, register on the website, make any purchases through the website, use any of the interactive or public comment features of this website, or provide any information about yourself to us, including your name, address, telephone number, email address, or any screen name or user name you may use. If we learn we have collected or received personal information from a child under 13 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 13, please contact us as described in the “Contact Us” section below.

K. International Privacy Rights

Although our Website may be accessible to persons outside the United States, we do not intend to offer the Website’s services to those outside of the United States. Thus, for those visiting the Website who may reside in areas protected by other privacy laws, such residents of the European Economic Area (EEA) protected by the European Union’s General Data Protection Regulation (GDPR), we ask that you contact us at the information provided below for further information about this Policy and our privacy practices.

L. Contact Us

To opt out of receiving communications from the Riley Children’s Foundation, to review the personal information that we have collected about you, to opt out of the sale or sharing of the personal information as described in “Use of Personal Information”, or to ask any other questions regarding this Policy, please contact us at the below address, email, or telephone number.

Postal Address:
30 S. Meridian Street
Suite 200
Indianapolis, IN 46204

Email:
onlinegiving@rileykids.org

Telephone:
317-634-4474