

# MORRIS ANIMAL FOUNDATION PRIVACY POLICY

Morris Animal Foundation is committed to safeguarding your privacy and personal data. As a nonprofit research organization, the Foundation operates with the goal of advancing the health of animals through science. The Foundation uses the donations it receives to fund scientific research in furtherance of that goal.

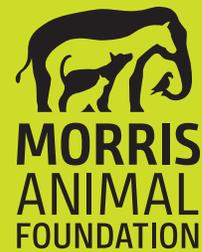
For the purpose of this Privacy Policy, “Personal Information” means any information relating to an identified or identifiable individual. This Privacy Policy explains our online information practices and outlines the choices you can make about what information you provide, how your data is collected and how it is used.

This Privacy Policy applies to all information received by the Foundation, both online and offline, any electronic, written or oral communication you share with us, and any information you provide to third-party vendors operating on behalf of the Foundation.

## WHAT DATA WE COLLECT

The Foundation collects several types of information about you, depending on the action you take. This data includes Personal Information that you directly submit to us as part of a registration, participation, survey or donation form, as well as through other digital and non-digital interfaces and platforms, such as email and social media. The Foundation also collects information on your web behaviors as you navigate through the Foundation website through the use of cookies and other tracking technologies. The data collected by the Foundation generally falls into four categories:

- Contact information, including name, email address and mailing address.
- Donation information. When you choose to donate an amount, both online and offline, we collect Personal Information that you provide to us, such as your name, email address and phone number.
- Platform data, including your IP address, browsing actions and traffic patterns, which is automatically collected through cookies and other tracking technologies as you navigate our website. Our website and other digital platforms also include third-party features and widgets (e.g., social sharing) that may collect data.
- Transactional data, including personal and credit card information, through secure donations submitted on our financial transaction pages. This information is used to acknowledge receipt of your donation for tax purposes and to include you on the Foundation’s mailing list. When you send a donation in honor or in memory of someone or their pet and request that an acknowledgement be sent to another individual, we will use the name and address of that individual for acknowledgement purposes only.



## HOW WILL YOU USE MY INFORMATION?

### **More specifically, we may use your Personal Information for the following reasons:**

- Remember your information so you will not have to re-enter it during your visit.
- Internal record keeping, reporting and data analysis.
- Communicate with you to obtain your input, provide information on our programs and events, request contributions, provided you have opted in to receive such communications; or respond to your requests.
- Improve our programs and services.
- Customize our website according to your interests.
- Share information with third parties that help us manage our website and databases.
- Share information with our partners, affiliates and other third parties that assist us with our activities and programs. These vendors and service providers help us with functions such as fulfilling orders, managing data and processing donations.
- Share information (e.g., your name and address) with third parties at your request if you make a donation in honor or memory of a third party.
- For marketing and advertising purposes, such as developing and providing promotional and advertising materials that may be relevant, valuable or otherwise of interest to you.
- For legal obligation and compliance. We use Personal Information to find and prevent fraud, respond to trust and safety issues that may arise, and for compliance purposes, including enforcing our Terms of Use or other legal rights, or as may be required by applicable laws and regulations or requested by any judicial process or governmental agency.
- For other purposes for which we provide specific notice at the time the information is collected.

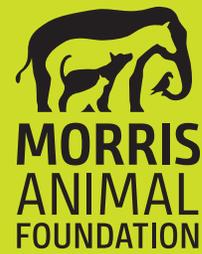
### **The Foundation does not sell or rent your information to others.**

If you wish, you can modify your internet browser settings to alter which technologies are permitted, but this may limit some functionalities and features of our website.

## NONPROFIT COOPERATIVE

In order to invite new donors to help support the work of Morris Animal Foundation, we may participate in a nonprofit cooperative which shares information about the donation habits of supporters of various nonprofit organizations. If you do not already appear in this co-op database, we will not share or add your personally identifying information to the co-op database.

If your personally identifying information already appears, basic information about your gifts to Morris Animal Foundation will be shared. We never share your personally identifying information or credit card information with this donor database co-op, and we never share any information about anyone who does not already appear in the database.



## HOW WE USE COOKIES

We use cookies and other technologies to enhance your online experience. A cookie can be either permanent (it remains on your computer until you delete it) or temporary (it lasts only until you close your browser). A cookie is a small text file that helps us recognize repeat visitors, facilitate the visitor's ongoing access to and use of the website, and track usage behavior and compile aggregate data that can lead to website improvements. Cookies also may help us customize certain content on the website. If you do not want your information collected through the use of cookies, you can deny or accept the cookie feature using a simple procedure available in most browsers. If you block cookies, you may lose some website functionality. We may also use pixel tags and web beacons on our website. These are tiny graphic images placed on web pages or in our emails that allow us to determine whether you have performed a specific action. When you access these pages or open or click an email, the pixel tags and web beacons generate a notice of that action.

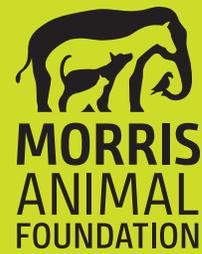
### **Below is an overview of the types of cookies we and third parties may use to collect Personal Information.**

- Strictly necessary cookies. Some cookies are strictly necessary to make our services available to you. We cannot provide you with our services without this type of cookies.
- Functional cookies. These are used to recognize you when you return to our services. This enables us to adapt our content for you, and remember your preferences (for example, your choice of language or region).
- Analytical or performance cookies. We also use cookies for website and app analytics purposes in order to operate, maintain and improve our services. We may use our own analytics cookies or use third party analytics providers such as Google Analytics to collect and process certain analytics data on our behalf. These providers may also collect information about your use of other websites, apps, and online resources. You can opt out of Google Analytics without affecting how you visit our services by going to <https://developers.google.com/analytics/devguides/collection/analyticsjs/user-opt-out>.
- Where required by applicable law, we obtain your consent to use cookies. You can find more information about your rights and choices, and how to block the use of certain cookies in the section "Your Rights and Choices" below.

## OUR USE OF EUROPEAN PERSONAL INFORMATION

### **If you are located in the European Economic Area, we only process your Personal Information when we have a valid legal basis, including when:**

- Consent. You have consented to the use of your Personal Information, for example to send you marketing communications or to use cookies and similar technologies.
- Contractual necessity. We need your Personal Information to provide you with our services, for example to respond to your inquiries.
- Compliance with a legal obligation. We have a legal obligation to use your Personal Information, for example to comply with tax and accounting obligations.



- Legitimate interests. We or a third party have a legitimate interest in using your Personal Information. In particular, we have a legitimate interest in using your Personal Information for product development and internal analytics purposes, and otherwise to improve the safety, security and performance of our services. We only rely on our or a third party's legitimate interests to process your Personal Information when these interests are not overridden by your rights and interests.
- Provide customized information.
- Share information with third parties who help us manage our website and databases.
- Share information with our partners, affiliates, and other third parties who assist us with our activities and programs. These vendors and service providers help us with function such as fulfilling orders, managing data, processing donations, and marketing.
- Limited sharing of financial donor postal mailing lists through cooperative list exchanges with other nonprofits and third parties (donor email addresses are not included in the list exchanges).
- Share information (e.g., your name and address) with third parties if you make a donation in honor or memory of a third party.
- Reserve the right to use non-personal information, such as IP addresses, to identify a user when we feel it is necessary to protect the compelling interest of the website, our donors, customers, or others, or to comply with laws, court orders, or law enforcement requests.

## HOW WE SHARE THE PERSONAL INFORMATION WE COLLECT

Except as described in this Policy, we will not disclose your Personal Information that we collect on the services to third parties without your consent. **We may disclose Personal Information to third parties if you consent to us doing so, as well as in the following circumstances:**

- Affiliates. We may share any Personal Information we receive with our affiliates for any of the purposes described in this Privacy Policy.
- Vendors and service providers. We may share any Personal Information we receive with vendors and service providers retained in connection with the provision of our services.
- Analytics partners. We use analytics services such as Google Analytics to collect and process certain analytics data. These services may also collect Personal Information about your use of other websites, apps, and online resources. You can learn more about Google's practices by visiting <https://www.google.com/policies/privacy/partners/>.
- As required by law and similar disclosures. We may access, preserve and disclose your Personal Information if we believe doing so is required or appropriate to: (a) comply with law enforcement requests and legal process, such as a court order or subpoena; (b) respond to your requests; or (c) protect your, our or others' rights, property or safety. For the avoidance of doubt, the disclosure of your Personal Information may occur if you post any objectionable content on or through our services.
- Merger, sale or other asset transfers. We may transfer your Personal Information to service providers, advisers, potential transactional partners or other third parties in connection with the consideration, negotiation or completion of a corporate transaction in which we are acquired by or merged with another company or we sell, liquidate or transfer all or a portion of our assets. The use of your



Personal Information following any of these events will be governed by the provisions of this Privacy Policy in effect at the time the applicable information was collected.

## YOUR RIGHTS AND CHOICES

### Marketing Communications

You can unsubscribe from our promotional emails via the link provided in the emails and as explained below under communication preferences. Even if you opt-out of receiving promotional messages from us, you may continue to receive administrative messages from us.

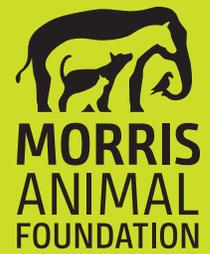
### How to Block Cookies

You can block cookies by setting your internet browser to block some or all the cookies. However, if you use your browser settings to block all cookies (including essential cookies) you may not be able to access all or parts of our services. By using our website you consent to our use of cookies and our processing of Personal Information collected through such cookies, in accordance with this Cookie Policy and our Privacy Notice. You can withdraw your consent at any time by deleting placed cookies and disabling cookies in your browser, or as explained below. You can change your browser settings to block or notify you when you receive a cookie, delete cookies or browse our website using your browser's anonymous usage setting. Please refer to your browser instructions or help screen to learn more about how to adjust or modify your browser settings. If you do not agree to our use of cookies or similar technologies which store information on your device, you should change your browser settings accordingly. You should understand that some features of our website may not function properly if you do not accept cookies or these technologies. Where required by applicable law, you will be asked to consent to certain cookies and similar technologies before we use or install them on your computer or other device. We do not process web browser "Do Not Track" signals. To learn more about browser tracking signals and Do Not Track please visit <http://www.allaboutdnt.org>.

## YOUR EUROPEAN PRIVACY RIGHTS

**If you are located in the European Economic Area, you have the additional rights described below.**

- You may request access to and receive information about the Personal Information we maintain about you, update and correct inaccuracies in your Personal Information, restrict or object to the processing of your Personal Information, have the information anonymized or deleted, as appropriate, or exercise your right to data portability to easily transfer your Personal Information to another company. In addition, you also have the right to lodge a complaint with a supervisory authority, including in your country of residence, place of work or where an incident took place.
- You may withdraw any consent you previously provided to us regarding the processing of your Personal Information, at any time and free of charge. We will apply your preferences going forward and this will not affect the lawfulness of the processing before you withdrew your consent.
- You may exercise these rights by contacting us using the contact details at the end of this Policy. Before meeting your request, we may ask you to provide reasonable information to verify your identity. Please note that there are exceptions and limitations to each of these rights, and that while



any changes you make will be reflected in active user databases instantly or within a reasonable period of time, we may retain information for backups, archiving, prevention of fraud and abuse, analytics, satisfaction of legal obligations, or where we otherwise reasonably believe that we have a legitimate reason to do so.

## **INTERNATIONAL VISITORS**

The services are hosted in the United States. If you choose to use the services from regions of the world with laws governing data collection and use that may differ from U.S. law, then please note that you are transferring your Personal Information outside of those regions to the United States for storage and processing, which does not have the same data protection laws as your jurisdiction. When we transfer your Personal Information to the United States, we take steps to comply with applicable data protection law, in particular legal requirements regarding adequate protection for data transfers. Also, we may transfer your data from the United States to other countries or regions in connection with storage and processing of data, fulfilling your requests and operating the services.

## **RETENTION**

We take measures to delete your Personal Information or keep it in a form that does not permit identifying you when this information is no longer necessary for the purposes for which we process it, unless we are required by law to keep this information for a longer period. When determining the specific retention period, we take into account various criteria, such as the type of service provided to you, the nature and length of our relationship with you and mandatory retention periods provided by law and the statute of limitations.

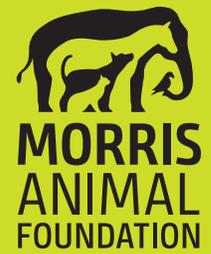
## **DATA SECURITY**

We care about the security of your transactions and the data you share on our website. The Foundation applies industry-standard practices and technologies to safeguard your personal and credit card information. We use encryption and the secure https protocol to communicate with your browser. We also employ several different security techniques to protect your Personal Information from unauthorized access by users inside and outside the organization.

While we make reasonable efforts to protect your information by using physical and electronic safeguards, no electronic transmission or storage of information can be entirely secure, and we can make no guarantees as to the security or privacy of your information.

## **IS MY CREDIT CARD INFORMATION SECURE?**

We use a variety of safeguards to protect the security of your credit card transactions, including encryption, access controls, network firewalls, physical security and other measures. When we work with other companies to process credit card transactions, those companies also use encryption and/or other security measures. You can make contributions online, by mail, or by calling 303-790-2345.



## CHILDREN'S PRIVACY

We do not knowingly collect, maintain or use Personal Information from children under 16 years of age, and no part of our services are directed to children. If you learn that a child has provided us with Personal Information in violation of this Policy, then you may alert us at [privacy@morriscaninimalfoundation.org](mailto:privacy@morriscaninimalfoundation.org).

## LINKS TO OTHER WEBSITES

The Foundation's site includes links, some temporary and some permanent, to other websites. We are not responsible for the privacy and security practices of any other website or the nature of the content contained therein. Please be aware that this Privacy Policy does not apply to your activities on these third-party services or any information you disclose to these third parties. We encourage you to read their privacy policies before providing any information to them.

## COMMUNICATION PREFERENCES

The Foundation provides an online form to join our communications list. If you have opted in to receive communications, we may send you regular communications, via email and/or regular mail. You'll find this online form at [www.morriscaninimalfoundation.org/stay-connected](http://www.morriscaninimalfoundation.org/stay-connected).

You will be added to Foundation's email list only if you register to receive emails via a form or checkbox on the Morris Animal Foundation website. Email subscribers may select their preferred content streams, or unsubscribe from all email communications, via the unsubscribe link at the bottom of all Foundation emails. To correct or change the Personal Information you have provided, please contact us at [privacy@morriscaninimalfoundation.org](mailto:privacy@morriscaninimalfoundation.org).

## CHANGES TO THIS PRIVACY POLICY

We will post any adjustments to this Privacy Policy on this page, and the revised version will be effective when it is posted. If we materially change the ways in which we use or share Personal Information previously collected from you through our services, we will notify you through our services, by email or other communication.

## CONTACT US

If you have specific questions or concerns about this Privacy Policy, or if you would like access to the Personal Information you have provided the Foundation, please contact us at [privacy@morriscaninimalfoundation.org](mailto:privacy@morriscaninimalfoundation.org) or at the following address.

### **Morris Animal Foundation**

720 S. Colorado Blvd.  
Denver CO 80246

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