### Privacy Policy

The Privacy Policy explains how *wear blue: run to remember* “wear blue” gathers, uses, and protects information from donors and participants in the course of serving our mission to honor the service and sacrifice of the American military.

This website is the property of *wear blue: run to remember*, a 501(c)3 nonprofit organization. Please direct any comments or questions to: remember@wearblueruntoremember.org.

### Privacy Pledge

At *wear blue* we are keenly aware of the trust you place in us and our responsibility to protect the privacy of the people we serve, as well as our many volunteers, sponsors and donors. As part of this responsibility, we let you know what information we collect, how we collect it and how we use this information to improve and sustain our program.

By accessing the website and/or submitting information to us, you agree to the terms set forth in this Privacy Policy. This Privacy Policy may be modified at any time. Any modifications to this Privacy Policy will be posted on the website. As a volunteer you also help us uphold this policy.

### Information We Collect

We collect information about our program participants and their families via our online program registration website or paper forms. During program registration we collect names, postal and email addresses, phone number, demographic information about families and participants, emergency contact information, participants’ health histories, and other information voluntarily submitted to us.

Additionally, we collect personal billing and shipping information with regard to processing merchandise transactions on our website.

We collect personal information via online forms as part of our volunteer placement processes. We also collect personal information when one generously chooses to donate to *wear blue* via our Donate page.

When participating youth and families register for our youth mentorship program, their data is securely collected and stored utilizing Sterling volunteers and MentorCore. The information provided is utilized to make healthy matches between the participant and assigned mentor.

### Information Third-Parties Collect on Our Behalf

Third-party service providers are used to perform certain services, including background checks, registration management, *wear blue* online shop operations and fulfillment, and the collection
of donations made to wear blue. Third-party service providers may collect bank or credit card information if a payment is submitted, but that information is not passed on to wear blue. Third-party providers conform to information security industry standards for online sales. Third-party service providers that collect individual information (e.g., date of birth and social security number) are responsible for conforming to information security industry standards for safekeeping personal information.

We also use a third-party service provider to collect information needed to conduct background checks on our volunteers (e.g., date of birth and social security number). This third-party service provider also conforms to information security industry standards for safekeeping personal information.

- Youth Mentorship Program: MentorCore, Sterling Volunteers
- Data Management: Kindful, BoodleAi, Google Drive
- Financial Donation Portals: Classy, Stripe, WePay, QuickBooks
- Social Media: Twitter, Facebook, Instagram, LinkedIn, MailChimp, Racery
- Merchandise: Shopify, Square, RSL

**COMMUNICATIONS**

In order to provide the very best service to our community, wear blue: run to remember will utilize a variety of methods to communicate to our community members. Routine communications include, but are not limited to:

- To present our Website and its contents to you.
- To provide you with information, products or services that you request from us.
- To notify you about changes to our Website or any other products or services we offer or provide through it.
- To introduce you to a local event in your area.
- To contact you about fundraising or events.
- To reach out to members who may be interested in being a leader within the organization.
- In any other way we may describe when you provide the information.
- For statistical purposes and to monitor website usage to help us improve our website and our services.
- For any other purpose with your consent.

**Email:** We maintain an internal email list of all persons who have requested information, enrolled in our programs, volunteered, or made an online payment or donation. We may use this list to send occasional updates and announcements about our program or emails of a marketing nature, such as annual giving campaigns. If you do not wish to receive email, you may opt out at any time by notifying us at remember@wearblueruntoremember.org.
**Social Media:** We utilize a variety of social media platforms to share information with communities. Interaction and information are always subject to the User’s privacy settings for each social network.

**Postal Mail:** Persons who submit their postal address with the goal of receiving further information, enrolling in our program, volunteering, or donating may periodically receive postal mail from us. If you do not wish to receive mail, please let us know by sending a request to remember@wearblueruntoremember.org. Please include your exact name and address so we can be sure your name is removed from our postal mailing list.

**Phone:** Persons who supply us with their telephone numbers may receive telephone contact from us responding to a request for more information about our program, volunteering, or a transaction. We do not make unsolicited marketing calls.

**Text:** wear blue will not send group text messages without obtaining prior consent.

**Online Video Conferencing:** Program participants may receive invitations via email to join Online Connection sessions. Program participants who choose to participate in those Online Connection sessions will access a link to participate in online sessions. Online Connection sessions are accessed through third-party platforms such as Google Meet, Zoom or WebEx. We do not control the privacy practices of any third-party platforms. We encourage you to review the privacy policies of third-party platforms for more information regarding their privacy practices before participating.

**HOW WE SHARE INFORMATION**

**With Other Companies and Organizations:** The personally identifying information we maintain at wear blue is for internal use only, and will not be sold, rented or exchanged with any third-party except when (1) you have consented to share the information; (2) we need to share information in order to provide a product or service requested by you; or (3) we need to share the information with others who work on our behalf to provide a requested product or service to you. These third parties do not have the right to use the personally identifying information that we provide to them beyond what is necessary to assist us.

**With Our Affiliates and Volunteers:** Personally identifying information of enrolled participants is shared internally for the planning and execution of relevant organizational activities.

**As Aggregate Data:** we use aggregated personally identifying information for grant writing, soliciting of donors and other fundraising activities for the continuation of wear blue programs.

**As Required By Law:** At times wear blue may be required by law or litigation to disclose personally identifying information. If we are required to do so by law or we believe, in good
faith, that such a disclosure is necessary to comply with the law, defend our rights or property or to respond to an emergency situation, we may disclose any information in our possession.

HOW WE PROTECT INFORMATION

wear blue takes precautions to safeguard your personal information against loss, theft and misuse as well as unauthorized access, disclosure, alteration and destruction. We have physical, electronic and managerial procedures in place, as well as document retention policies that safeguard and secure the information we collect.

COOKIES

We may use “cookies” to monitor how people use our website. A cookie is not software and therefore cannot alter your computer or computer files or software in any way. It is simply a piece of information that is stored on your computer’s hard drive which records how you have used the wear blue website. If you do not want us to use cookies in your browser, you can alter your browser settings to reject cookies, or to alert you when a website tries to put a cookie on your computer.

ACCESS TO YOUR INFORMATION

If you would like to know what personal information wear blue has collected about you, we will be happy to share this information with you. This includes transaction information (e.g., dates on which you made payments, amounts and types of payments, financial assistance, background check reports), communications from our staff (e.g., program-related emails, newsletters) and contact information (e.g., name, address, phone number). You may email remember@wearblueruntoremember.org with a request to review this information, have the information deleted or request that there be no further collection or use of your information. Your request must contain your name, your signature and the date of your request.

ADDITIONAL PRIVACY PROTECTIONS FOR CHILDREN

While certain programs advertised on the wear blue website may be designed for children, the website itself is not designed for or targeted to children under the age of 13. wear blue will never knowingly collect the information of a child under the age of 13 through the website unless such information is submitted by that child’s parent or legal guardian in connection with such wear blue programs. Any information submitted to wear blue about a child under the age of 13 by anyone other than that child’s parent or guardian will be deleted. Any information provided to wear blue that wear blue reasonably believes originated from a child under the age of 13 without obtaining verifiable parental consent will be deleted.

IF YOU HAVE PRIVACY CONCERNS
If you feel that this site is not following its stated Privacy Policy, you may contact us at the addresses or website below. Additionally, you may contact appropriate state and local chapters of the Better Business Bureau, state and local consumer protection office, or the Federal Trade Commission.

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