

PRIVACY POLICY

Gloria Gemma Breast Cancer Resource Foundation, (Gloria Gemma) values your trust, and is committed to protecting your privacy. This privacy policy is designed to help you understand how we collect personal data and how we use the personal information shared with us.

This privacy policy applies to all data collected through your communication with Gloria Gemma, whether electronic, written, or oral. By communicating with Gloria Gemma or accessing gloriagemma.org (or any subsite) you are accepting the practices described in this Privacy Policy.

What types of personal information we collect about you?

We collect a variety of information when you engage with Gloria Gemma. The type and amount of information that we collect is dependent on how you choose to interact with Gloria Gemma. The information that is collected helps us serve you better, understand your needs, personalize your interactions with Gloria Gemma and support our mission.

Types of information collected:

- ï **Contact Information.** We may request your name, mailing address, email address, telephone number, and your preferences.
- ï **Demographic Information.** We may request limited demographic information, like gender, race or ethnicity, marital status etc.
- ï **Health Information.** We may request limited health information relating to breast cancer or other cancers. If applicable, type of breast cancer or cancers, date of diagnosis, stage, or current treatment. This information helps us to better assist you when you contact us requesting support from Gloria Gemma or if you register or participate in a Gloria Gemma event.
- ï **Financial Information.** If you donate to Gloria Gemma or make a purchase on a Gloria Gemma site, we will collect payment information such as credit card number to process your transaction. We may also collect the name of your employer if you would like that company to make a matching donation. We may use a third-party payment service to process the transaction. We will retain your credit card information only for as long as necessary to process the transaction/donation.
- ï **Aggregate Information.** When you access the Gloria Gemma website (www.gloriagemma.org) or any subsite we may automatically collect information about your visit that does not include any identifiable individual information such as, information about how many users access the site; date/time website is visited; amount of time spent on a Gloria Gemma webpage; type of browser; IP address.

How we may use your personal information?

Generally, our uses of Personal Information include, without limitation, processing donations and purchase transactions, verifying your identity, managing your preferences, responding to your inquiry, processing grant applications, or providing information, such as sending marketing communications and newsletters. We may use Personal Information for the following purposes:

- **Mission Delivery and Support Operations.** We will use your Personal Data to provide you with support services and resources you request. We use Personal Data to help us better understand your needs, help serve the community with relevant programs and services. We may use Personal Data to keep you informed of breast cancer programs and services, invite you to upcoming Gloria Gemma events, request donations to Gloria Gemma.
- **Data Analytics.** We also perform data analytics and research to further understand breast cancer, breast cancer treatment and related patient needs and their caregivers. This analysis improves patient support, mission delivery, and improve patient programs and services.
- **Targeted Fundraising.** We may use certain information (name, address, telephone number or e-mail information, date of birth, gender, dates of service, etc.) to contact you for the purpose of raising money for Gloria Gemma Breast Cancer Resource Foundation, but any such communication will provide you with the opportunity to opt-out of receiving such future communications. If you reengage with Gloria Gemma without indicating your intent to opt-out, we will re-subscribe your email to ensure that you do not miss out on Gloria Gemma Breast Cancer Resource Foundation updates. You are free to opt-out of fundraising solicitations and your decision will have no impact on your ability to receive services from Gloria Gemma.
- **Other Business Purposes.** We may use Personal Information for other business purposes, such as conducting audits, fraud monitoring and prevention, data analysis, recordkeeping, developing new services, enhancing, improving, or modifying our programs and our Services, identifying usage trends, determining the effectiveness of fundraising campaigns and mission activities, and updating and expanding our business activities.
- **With your consent.** In addition to the other uses described in this section, we may also use your information as you expressly authorize us to do so.

We may need to share information about you to:

- **Third Party Service Providers** that provide operational services on our behalf such as, information technology & infrastructure, credit card processing, website hosting, data analytics, email delivery, or other services.
- **Memorial and Honor Giving.** You may choose to honor someone whose life has been impacted by cancer by making a donation in their name. Once your gift is received and you have requested a notification to be sent to the honoree or family, Gloria Gemma will send a donation notification to the honoree or family. The amount is kept confidential, but the individual will receive the name and address of the individuals who have donated in honor of their loved one.

- ï **Volunteers.** We may share limited personal information, such as contact information, with volunteers that are assisting Gloria Gemma and who require the information as a part of their duties.

- ï **Social Media.** If you engage with Gloria Gemma on a public, social media platform, you may be sharing your Personal Information with your friends associated with your social media account, to other website users and to your social media account provider, in connection with your social sharing activity. By connecting your Gloria Gemma account with your social media account, you authorize us to share information with your social media account provider. For example, if you log-in to our website using your social media account, use a “like” button or use other social media features while visiting our website, those social media companies may collect information about you. You understand that your interactions with social media companies, the use of their features, and the use of the information we share will be governed by their privacy policies. Please note that any information you post within these public forums or social media pages may become public and may be read, collected, and used by anyone. Please exercise caution when deciding whether to disclose your Personal Information in these forums.

Gloria Gemma Breast Cancer Resource Foundation may disclose your personal information, without prior notice to you, only if required to do so in accordance with applicable laws and/or in a good faith belief that such action is deemed necessary or is required in an effort to:

- ï Remain in conformance with any decrees, laws and/or statutes or in an effort to comply with any process which may be served upon Gloria Gemma Breast Cancer Resource Foundation and/or our website;

- ï Maintain, safeguard and/or preserve all the rights and/or property of Gloria Gemma Breast Cancer Resource Foundation; and

- ï Perform under demanding conditions in an effort to safeguard the personal safety of users of www.gloriagemma.org and/or the general public.

Children Under Age of 13

Gloria Gemma Breast Cancer Resource Foundation does not knowingly collect personal identifiable information from children under the age of thirteen (13) without verifiable parental consent. If it is determined that such information has been inadvertently collected on anyone under the age of thirteen (13), we shall immediately take the necessary steps to ensure that such information is deleted from our system's database. Anyone under the age of thirteen (13) must seek and obtain parent or guardian permission to use this website.

Unsubscribe or Opt-Out

We respect your privacy and respect that you may wish to limit the ways we contact you, including for fundraising purposes. All users and/or visitors to our website have the option to discontinue receiving communication from us and/or reserve the right to discontinue receiving communications by way of email or newsletters. To discontinue or unsubscribe to our website please send an email that you wish to unsubscribe to Info@gloriagemma.org. If you wish to unsubscribe or opt-out from any third-party websites, you must go to that specific website to unsubscribe and/or opt-out.

Links to Other Web Sites

Our website does contain links to affiliate and other websites. Gloria Gemma Breast Cancer Resource Foundation does not claim nor accept responsibility for any privacy policies, practices and/or procedures of other such websites. Therefore, we encourage all users and visitors to be aware when they leave our website and to read the privacy statements of each and every website that collects personally identifiable information. The aforementioned Privacy Policy Agreement applies only and solely to the information collected by our website.

Security

Gloria Gemma Breast Cancer Resource Foundation shall endeavor and shall take every precaution to maintain adequate physical, procedural and technical security with respect to our offices and information storage facilities so as to prevent any loss, misuse, unauthorized access, disclosure or modification of the user's personal information under our control.

Changes to Privacy Policy Agreement

Gloria Gemma Breast Cancer Resource Foundation reserves the right to update and/or change the terms of our privacy policy, and as such we will post those change to our website homepage at www.gloriagemma.org, so that our users and/or visitors are always aware of the type of information we collect, how it will be used, and under what circumstances, if any, we may disclose such information. If at any point in time Gloria Gemma Breast Cancer Resource Foundation decides to make use of any personally identifiable information on file, in a manner vastly different from that which was stated when this information was initially collected, the user or users shall be promptly notified by email. Users at that time shall have the option as to whether or not to permit the use of their information in this separate manner.

Acceptance of Terms

By accessing or using gloriagemma.org or communicating with Gloria Gemma you are accepting the practices described in this Privacy Policy. If you are not in agreement with our terms and conditions, then you should refrain from further use of our sites. In addition, your continued use of our website following the posting of any updates or changes to our terms and conditions shall mean that you are in agreement and acceptance of such changes.

How to Contact Us

If you have any questions or concerns regarding the Privacy Policy Agreement related to our website, please feel free to contact us at the following email, telephone number or mailing address.

Email: info@gloriagemma.org

Telephone Number: (401) 861-4376

Mailing Address:

**Gloria Gemma Breast Cancer Resource Foundation
11A Blackstone Valley Place,
Lincoln, Rhode Island 02865**

2/4/2022