

## Privacy Policy ThinkGive

ThinkGive, Inc. (“**ThinkGive**,” “**we**” or “**us**”), has created this website (the “**Website**” or the “**Site**”) to provide an online platform for teaching children the power of kindness. ThinkGive is committed to maintaining your privacy. This privacy policy and agreement (our “**Privacy Policy**”) specifies the personal information that we ask you to provide in order to participate in the services we offer and governs how we treat this personal information.

PLEASE READ THIS PRIVACY POLICY CAREFULLY. YOUR CONSENT TO THE TERMS OF THIS PRIVACY POLICY CREATES LEGAL OBLIGATIONS FOR YOU AND FOR US. PLEASE READ SECTION 2 (YOUR CONSENT) TO LEARN WHAT CONSTITUTES “CONSENT” UNDER THIS PRIVACY POLICY. IF YOU DO NOT AGREE WITH THE TERMS OF THIS PRIVACY POLICY, PLEASE REFRAIN FROM USING OUR SITE.

1. **Who We Are and What We Do.** Our Website is designed to provide a user-friendly platform where Youths who are registered to participate (“**Youth Participants**”) by their teachers (“**Teacher Participants**”) can participate in a challenge to give gifts of kindness over a set period of time (the “**Challenge**”). Additionally, parents of Youth Participants will be able to support their child in their participation in the Challenge (“**Parent Participants**”). A “**Daily Gift**” is not necessarily a material item, but rather an act of kindness for a different person each day. Youth Participants can use our Site to keep track of their Daily Gifts, see what Daily Gifts their classmates have given, and write in the Team Blog for their class. Teacher Participants can use our Site to track the Daily Gifts given by the Youth Participants in their class (the “**Team**”), review Youth Participant entries for the Team Blog to determine if they are appropriate for posting, and update their Teacher page to help inspire the Youth Participants in the Challenge. In this Policy, we refer to (i) the Youth Participants, Parent Participants and Teacher Participants who are registered with our Site as “**Registered Users**,” and (ii) the activities and features available on our Site as our “**Services**.”

2. **Your Consent.** By accessing and using our Website, you are acknowledging that you have read and understood this Privacy Policy and agree to be legally bound by it. In addition, if you register as a registered user on our Website, during the registration process you will be prompted to click an “I Accept” checkbox confirming that you have had an opportunity to review this Privacy Policy, and that you agree to its terms. Clicking this checkbox confirms your agreement to be bound by this Privacy Policy.

### 3. **Children’s Privacy; Teacher Consent.**

3.1. **COPPA.** ThinkGive is committed to complying with the Children’s Online Privacy Protection Act (COPPA) and the regulations of the Federal Trade Commission in the operation of our Website. Parents, legal guardians and teachers can help by participating in and monitoring their children’s time online. Help us protect your child’s privacy by instructing them never to provide personal information online without your permission. Please understand that, as with most websites, we cannot necessarily tell if a user is providing us with his or her true age. If we become aware that we have inadvertently received Personally Identifiable Information from a user under the age of 13 without the consent of his/her parent, legal guardian or teacher we will take appropriate steps to delete that information from our records.

**3.2. Teacher Participant Consent.** ThinkGive does not knowingly collect Personally Identifiable Information from children under the age of 13 without the consent of such children's parents, legal guardians or teachers. ThinkGive requires Teacher Participants to help Youth Participants register with ThinkGive and to consent to the terms of this Privacy Policy on behalf of each Youth Participant before the Youth Participants can participate in our Services. We do not require Youth Participants or their registering Teacher Participants to disclose more information about each Youth Participant than is reasonably necessary to participate in our Services.

**3.3. Team Blog.** ThinkGive provides a Team Blog feature that enables Youth Participants to showcase their experience with gift-giving. The Team Blog is accessed only through entering the password-protected area of the Site, and the contents of this Team Blog will only be accessible to members of the Team (but not by members of other Teams or the public). Youth Participants should not include Personally Identifiable Information in their Team Blog entries. Specifically, we discourage Youth Participants from including their name, address, school name, email, phone number, Social Security number or any other information that might enable someone to identify you.

**3.4. Our Uses of Youth Participant Personally Identifiable Information.** We use the term “**Personally Identifiable Information**” to mean any information that could reasonably be used to identify you, including your name, address, e-mail address, birth date, financial information, photograph, telephone number or any combination of information that could be used to identify you. ThinkGive will ONLY use Personally Identifiable Information of Youth Participants as follows:

- Other students in a Youth Participant’s class at school (the “**Team**”) will be able to see each Youth Participant’s first name, last initial and grade level in connection with Daily Gift entries and Team Blog entries via password-protected areas of our Website. If a Youth Participant chooses to upload a personal photograph, their Team members will also be able to see the photo on the Youth Participant’s personal page via password-protected areas of our Website.
- Registered Users on other Team will be able to see each Youth Participant’s first name and last initial in connection with Daily Gift entries via password-protected areas of our Website. Registered Users on other Teams CANNOT access Youth Participant personal pages for members of other Teams.
- Any Daily Gift entries included in print media propagated by ThinkGive (e.g., informational brochures or fundraising materials), or posted on public-facing pages of our Website or on our Facebook page or other similar online media (e.g., social networking Websites) will be de-identified, so NO Personally Identifiable Information will be viewable by the public.
- After the conclusion of a Team’s participation in the Challenge, we will delete each Youth Participant’s Personally Identifiable Information from our active records.

**3.5. Reviewing Your Child’s Information.** Parents always have the right to review the information that their child or their child’s teacher may have submitted to ThinkGive, to request to have their child’s information deleted and to refuse further collection or use of their child’s information. For any inquiries related to ThinkGive's collection and use of your child’s information, please contact us, as provided in Section 13 (Contact Us).

**4. Personally Identifiable Information; Our Uses Of This Information.** We collect information from you at different points on our Website and through our Services, and use this information as follows:

**4.1. Registration Information.** In order for Teacher Participants to register themselves and their student Youth Participants to access our Services as Registered Users, we require that you complete a registration form. Our registration form will specify the information which you must provide in order to register yourself and your students for our Services, which may include such items as (i) full name; (ii) email address; (iii) school; and (iv) grade level (collectively “**Registration Information**”). Our registration forms may additionally request information which you may, at your option, choose to provide or withhold. To the extent this additional information constitutes Personally Identifiable Information, we will treat it in the manner specified in this Privacy Policy. For Parent Participants, we collect only your name and email address.

**4.1.1. Completing Your Registration as a Registered User; User Passwords.** Upon completion of our registration process, all Registered Users will receive a password, which will allow you to gain access to the password-protected areas of the site where Registered Users can access features and content specific to them. For example, Youth Participants can, among other things, post content to your personal page and the Team Blog. Parent Participants can access the Team Page.

**4.2. User Content.** As a participant of our program, you may post your Daily Gift entries and create Team Blog entries (your “**Content**”) related to your participation and your Team members’ participation in the Challenge. Your Daily Gift entries and Team Blog entries may be posted on areas of our Site that are viewable by members of your Team and other Teams. It is your responsibility to use discretion in what information is included in the Content you submit. We will use commercially reasonable efforts to de-identify the Content posted on our Website for public viewing, or if de-identification is not practical, we may determine not to post such Content. Content that we do not use on our Website will be deleted.

**4.3. Email Addresses.** You may wish to provide us with comments and feedback concerning our Site generally. By communicating with us for these purposes, you may provide us with your email address and other Personally Identifiable Information. In these instances, we use any information you provide to us strictly for the purposes for which you submit the information. For Youth Participants, these emails will be deleted after we review them.

**4.4. Blogs and Commenting.** We offer a Team Blog on our Site for each Team, and Users can comment on other Youth Participants. You may choose to participate in an online discussion or to provide online comments in these interactive forums. Any comments you contribute to the online dialogue, however, become public immediately and any Personally Identifiable Information you disclose becomes available to the other participants in the discussion. Our Privacy Policy does not cover the information you disclose in such online discussions on our Site. You should, therefore, use discretion in what you submit to these exchanges.

**4.5. Polls, Questionnaires and Surveys.** Our Website may allow Teacher Participants to participate in polls, surveys and/or questionnaires, which we may post on the Site from time

to time. We will not collect Personally Identifiable Information in connection with such polls, surveys and/or questionnaires. In these instances, we use any information you provide to us strictly for the purposes for which you submit the information. Poll, survey and questionnaire information may be used for the purposes of monitoring or improving the use and appeal of this Site. We advise you to use discretion in including any Personally Identifiable Information in your response.

- 4.6. **IP Addresses.** ThinkGive or its service providers may automatically receive and record information in our server logs from your browser, including your IP address (the Internet address of your computer) and your computer's name. ThinkGive may use this information solely for internal purposes in providing the Services.
- 4.7. **We Do Not Sell Information.** ThinkGive will not sell, trade, or share personal information about our users with anyone else.
- 4.8. **We Do Not Use Cookies.** We do not send persistent cookies to your computer or use other technologies that track usage behavior.
- 4.9. **Processing Donations.** When you donate to ThinkGive, we collect your name, email address, mailing address, and standard credit card data. Please note that ThinkGive does not directly collect or store your financial account information—instead, we use a reputable company (the "**Payment Processing Company**") to collect and process your payment information. Rest assured, however, that we have taken steps to ensure that the Payment Processing Company protects Personally Identifiable Information it collects from you in compliance with our Privacy Policy.
- 4.10. **Providing You With Information.** Periodically, we may send you materials for informational purposes, including email, ThinkGive newsletters, bulletins, marketing materials or other information to our Registered Users and donors. If we choose to undertake such communications, you may choose to opt-out of receiving these communications, as provided in Section 6 (Changing or Removing Information; Opting Out).

**5. We Do Not Disclose Personally Identifiable Information to Unaffiliated Third Parties; Limited Exceptions.** We will not disclose your Personally Identifiable Information to unaffiliated third parties without your express consent, except in the following limited circumstances:

- 5.1. **ThinkGive Service Providers.** We may employ other companies to perform functions on our behalf, such as hosting or maintaining the Website, providing services related to the Site, collecting information, responding to and sending electronic mail, processing donations or other functions necessary to our Services. We may need to share your Personally Identifiable Information with these companies (collectively, "**Service Providers**"). We will provide Service Providers with only that information necessary to perform their functions, and we will not allow them to use your Personally Identifiable Information for any other purpose.
- 5.2. **Question of Harm.** We may reveal your Personally Identifiable Information to law enforcement agencies if we believe (a) that you are in risk of harm from another, or (b) that you are harming or interfering (or will harm or interfere) with others or violating (either

intentionally or unintentionally) our Terms and Conditions of Use or otherwise violating legal rights.

5.3. **Legal.** ThinkGive will reveal your Personally Identifiable Information, to the extent we reasonably believe we are required to do so by law. If we receive legal process calling for the disclosure of your Personally Identifiable Information we will attempt to notify you via the email address you supplied during registration within a reasonable amount of time before we respond to the request, unless such notification is not permitted.

5.4. **Transfer of Site.** ThinkGive shall be entitled to transfer to a third party information it collects, including any Personally Identifiable Information, in connection with a sale of all or substantially all of the assets of the business entity responsible for the information under this Policy, provided the acquiring third party has agreed to safeguard your Personally Identifiable Information with protections that in all material respects are the same as or more protective than those set out in this Privacy Policy.

## 6. Changing or Removing Information; Opting Out.

6.1. **Discretionary Account Information.** To allow appropriate control over Personally Identifiable Information, you can access your account (after supplying your user name and password) to change or update discretionary information that you have previously submitted.

6.2. **Opt-Out.** If you receive our newsletter, bulletins, updates, or other communications that are marketing-related materials, we will provide you with the ability to decline—or “opt-out of”—receiving such communications. Instructions for opting-out will be provided if and when we determine to send you such a communication. Please understand that you will not be allowed to “opt-out” of formal notices concerning operation of this Website, and legal and other related notices concerning your relationship to ThinkGive or the Site.

6.3. **Deleting Information.** Finally, if you request, we will delete your name (or your child’s name) and all other Personally Identifiable Information from our active databases and servers. If the timing of your request is such that your information is stored in our inactive, backup storage, we may not be able to delete such information, but we will not access or otherwise use such information except as may be required by law (as provide in Section 5). You may not remove de-identified, anonymous, or aggregate data from our databases.

7. **Notification of Changes.** From time to time, ThinkGive may change its Privacy Policy. If we make any changes regarding disclosure of Personally Identifiable Information to third parties, we will provide notice of the proposed changes prior to the date the modified policy is scheduled to take effect. We will post notice of the new Policy from the privacy link on our Website and provide you with the opportunity to opt-out or request deletion of your information, as provided in Section 7, before the changes take effect.

8. **Third Party Links.** The Site may also contain links or produce search results that reference links to third party websites, including connectivity to social media through widgets and badges (collectively, “**Linked Sites**”). ThinkGive has no control over these Linked Sites or their content and does not assume responsibility for any content, opinions, or materials available on Linked Sites. If you visit a Linked Site and you are asked to provide Personally Identifiable Information,

please be aware that the Linked Site's use and collection of this information will be governed by its own privacy policy, and not our Privacy Policy. We recommend that you review the Linked Site's privacy policy before providing Personally Identifiable Information.

**9. Relationship to Terms of Use.** This Privacy Policy must be read in conjunction with our Terms of Use, and the provisions of our Terms of Use are incorporated herein. To the extent the Terms of Use conflict with the terms of this Privacy Policy, the terms of this Privacy Policy will control.

**10. Further Resources.** If you wish further information concerning COPPA and privacy policies in general, you should visit the following sites:

<http://business.ftc.gov/privacy-and-security/children%E2%80%99s-privacy>  
<http://business.ftc.gov/privacy-and-security>

**11. Contact Us.** If you have any questions about this Privacy Policy, the practices of this Site, or your dealings with this Website, please contact us at: [info@thinkgiveproject.org](mailto:info@thinkgiveproject.org) / 978-460-4345.

You may contact us by mail as follows:

ThinkGive  
Attn: Penny Austen  
26 Elm Street,  
Concord, MA 01742

**12. Effective Date.** The effective date of this Privacy Policy is November 6, 2013.

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