# USEED - Privacy Policy

November, 2012

USEED Inc. (referred to throughout as **"us," "we," "our,"** etc.), is the owner and operator of the site http://gouseed.com website, a fundraising platform. This Privacy Policy applies to the http://gouseed.com website, any subdomains thereof, any API integrations or widgets we offer, and any other websites or webpages we own or operate that include a link to this policy (all of which together are referred to as the **"Sites"**). Please keep in mind that this Privacy Policy does not apply to other websites, which may be accessible from the Sites. External websites may have data collection, storage, and use practices and policies that differ materially from those contained here.

We may update this Privacy Policy from time to time. If we do so, we will notify you by posting the date of the last change or amendment at the top of this page. You agree that this method of notice is sufficient and that you will regularly check this Privacy Policy to see if updates or changes have been made.

**What Types of Information Do You Collect and How?**

**Traffic Data.** As is true of most websites, we automatically collect certain information when you visit our Sites. This information includes: (i) IP addresses, (ii) domain servers, (iii) types of computers accessing the Sites, (iv) types of web browsers used to access the Sites, (v) referring/exit pages, (vi) data about usage patterns throughout the Sites (e.g. click rates on different links etc.). Information of this type (**"Traffic Data"**) is anonymous information that does not personally identify you but is helpful for us to improve the business performance and user experience of the Sites.

**How do you collect Traffic Data?**

As is true of most websites, we use cookies to collect Traffic Data related to the Sites. We use another company to place cookies on your computer to compile this non-personally identifiable information so we can aggregate statistical information about usage of the Sites. You are always free to decline the cookie if your browser allows.

The Sites also contain web beacons, which are electronic images that are used along with cookies to compile statistics so we can analyze how the Sites are being used. Our e-mails may also contain web beacons so we can track how many people open the message or click on links within the message. This information helps us improve our communication and marketing efforts.

We use a third party to gather information on how you and others are using the Sites. By using this service we are able (for example) to see how many people visited a given page or clicked on a given link. This information helps us optimize the performance of the Sites.

**Personal Information.** In order for you to make donations through the Sites, register with the Sites, or take certain other actions on the Sites , we may require you to provide us with applicable information that personally identifies you (**"Personal Information"**). Personal Information includes the following types of data:

- Contact Data such as name, mailing address, e-mail address, and USEED user-name, account number, and password
- Demographic Data such as your zip code, age, and gender
- Company Data such as your business name, size, and business type
- Activity Data such as your donation history, fundraising history, events attended, etc.

**Is my Personal Information kept confidential?**

Except as otherwise provided in this Privacy Policy, we will keep your Personal Information private and will not share it with other third parties unless such disclosure is necessary to: (i) comply with a court order or other legal process, (ii) to protect our rights or property, (iii) in connection with our sale, merger, consolidation, change of control, or transfer of substantial assets, or (iv) to enforce our Terms of Service. Please keep in mind that while we take reasonable precautions to safeguard your Personal Information no amount of protection can guarantee its security.

**Who has access to my Personal Information (Except for Credit Card #)?**

We share your Personal information with other business partners who assist us in performing core services (such as hosting, data storage, and security) related to the operation of the Sites. These business partners only use your Personal Information to perform these core services, which are necessary for the orderly operation of the Sites.

Unless you donate anonymously, any organization you make a contribution to, or purchase from, through the Sites will have access to your Personal Information (except for your credit card number). If you make a donation or purchase through an individual fundraising page, then the person who created the fundraising page will also have access to your Personal Information (except for your credit card number). If you make a donation or purchase through an individual fundraising page associated with a fundraising team, or directly to a team fundraising page, then the person who created the team page will also have access to your Personal Information (again, except for your credit card number). You consent to the foregoing and agree that we are not responsible for how these organizations or persons handle your Personal Information. You should contact them directly for their privacy policies and data usage practices.

From time to time, businesses or other entities will run campaigns to benefit charities through the Sites. In such a situation, your Personal Information (except for credit card number) may be accessible to the business or other entity running the

campaign. If that is the case, we will provide additional notice to you during checkout to let you know if the business or other entity will have access to your data.

Please remember that after we disclose Personal Information to third parties, we can no longer control the use of such Personal Information. Accordingly, USEED will not be liable for the acts or omissions of any third party.

**How does USEED use my Personal Information?**

We use your information in a variety of ways to help us run the Sites. Here are some examples of the ways we use your information:

- To facilitate the processing of a transaction between you and a third party
- To send you receipts
- To send you updates about the Sites
- To send you updates about activity on the Sites related to you
- To administer your account
- To respond to customer service inquiries
- To send marketing materials
- To improve our Sites and marketing efforts

**Who has access to my Credit Card Number?**

USEED integrates with the merchant gateway of third parties to process all donations made through the Sites. Only the third party processors have access to your credit card number. We do not have access to your credit card number. Data handled by the third party processors is subject to theirs terms and privacy policies. Please contact us at the contact information below for any additional questions.

**What other information is public?**

Information you post on the Sites, event pages, campaign pages, personal fundraising pages, your profile (unless hidden), a charity profile, blog posts, or other public pages on the Sites can be accessed by other people. You should exercise caution when deciding to share information on public pages. We cannot control who accesses shared information or how other parties will use that information.

**What are API's and how can my information be shared?**

We make an application programming interface (an **"API"**) available to Clients. An API (in non technical terms) allows a Client to automatically retrieve information from our site, for use/display elsewhere (e.g. on the nonprofit's website). To give an example, a USEED client might use our API to retrieve the names and photos of the top 5 fundraisers for a campaign it is running; the client could then display that information on a leader board on its own website. If you are fundraising for an organization, your name, picture, amount raised, and goal, can be retrieved by the nonprofit through our API. If you create a team fundraising page, then your name, the team goal, and the amount raised by the team can also be retrieved by the organization through our API. If you host an event for a charity, then your name,

contact info, and the location of your event can be retrieved by the benefitting nonprofit through our API. The foregoing examples are for illustrative purposes only. The organization you engage with has access to other information through our API such as tickets sold, number of attendees, etc. That being said, the information that we make available through our API is (generally) information that is otherwise available on the Sites (e.g. already posted on an event page, campaign page, available through search results, etc.).

**What choices do I have?**

It's up to you whether or not you want to provide us with Personal Information. You can still visit the Sites without providing us with Personal information, but you will be unable to take certain actions without doing so.

**How can I update or correct my Personal Information?**

If you have registered (and therefore have an individual profile) you can update your information by clicking on "Account Settings" which is accessible at the top of your screen once you've logged in.

**Children's Privacy**

We understand the importance of protecting privacy especially where children are involved, and we are committed to doing so. Our Sites are for a general audience and are not targeted towards children. In order to protect the privacy of children, our Sites do not knowingly collect personal information from children under the age of 13 without prior parental consent. If your child has used the Sites and submitted Personal Information to us, please contact us and we will endeavor to remove that information from the Sites and our database.

**California Online Privacy Protection Act Compliance**

Because we value your privacy we have taken the necessary precautions to be in compliance with the California Online Privacy Protection Act. We therefore will not distribute your personal information to outside parties without your consent.

As part of the California Online Privacy Protection Act, all users of our site may make any changes to their information at anytime by logging into their control panel and going to the 'Edit Profile' page.

**Terms and Conditions**

Please also visit our Terms and Conditions section establishing the use, disclaimers, and limitations of liability governing the use of our website at http://gouseed.com

**Changes to our Privacy Policy**

If we decide to change our privacy policy, we will post those changes on this page.

**Contacting Us**

If there are any questions regarding this privacy policy you may contact us using the information below.

http://useed.org
support@useed.org

This policy is powered by Trust Guard PCI compliance scans.