



Vail Valley Foundation/YouthPower365 Privacy Policy

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Introduction

Vail Valley Foundation (“YouthPower365,” “we,” “us,” or “our”) respects your privacy and is committed to protecting it through our compliance with this Privacy Policy.

This Privacy Policy describes the types of personal information we may collect about you or that you may provide when you use our website (the “Website”), apps, and other online and offline programs and services we provide (collectively, the “Services”). It also describes our practices for collecting, using, maintaining, protecting, and disclosing personal information. “Personal information” means information that is linked or reasonably linkable to an identified or identifiable individual.

Please read this Privacy Policy carefully to understand our policies and practices regarding your personal information and how we will treat it. If you do not agree with our policies and practices, please do not use our Services. By using the Services, you acknowledge and agree to the collection and processing of your personal information in accordance with this Privacy Policy. Your use of the Services is subject to this Privacy Policy and the [Website Terms of Use](#).

This Privacy Policy is supplemented by the YouthPower365 [Student Data Privacy Notice](#). This Privacy Policy may be further supplemented or amended from time to time, so please check back periodically for any updates.

Children Under the Age of 13

Our Website is not intended for use by children under age 13. We do not collect personal information from Website visitors that we know to be under 13 years of age. We may, however, collect personal information about children in connection with our Services. In accordance with applicable law, we obtain the consent of parents or legal guardians to collect children’s personal information. If you are a parent or guardian and believe we might have any information

from or about your child in error, please contact us at privacy@vfv.org so that we can remove that information from our systems.

Information We Collect About You

We collect personal information when you use our Services in the following ways:

Information You Directly Provide to Us: We collect personal information you voluntarily provide to us, such as when you fill in forms or surveys on our Website; register for programs or events; buy tickets; engage with our organization as a vendor or independent contractor; volunteer; make a donation; send us an email; or otherwise interact with us. Specific personal information we collect depends upon the nature of your interaction with us but may include:

- **Identifiers**, such as a real name, alias, unique personal identifier, account name, social security number, driver's license number, passport number, date of birth, or other similar identifiers;
- **Contact Information**, such as email address, phone number, or postal/billing address;
- **Financial Information**, such as bank account number, credit card number, debit card number, or any other financial information;
- **Insurance Information**, such as insurance policy number, health insurance information, vehicle insurance information;
- **Medical or Health Information;**
- **Characteristics of Protected Classifications** under state or federal law, such as race, age, gender, and marital status;
- **Audio, Electronic, Visual Information**, such as call and video recordings;
- **Professional or Employment-Related Information**, such as work history and prior employer;
- **Education Information**, as defined in the federal Family Educational Rights and Privacy Act, such as student records and directory information;
- **Inferences** drawn from any of the Personal Information listed above to create a profile or summary about, for example, an individual's preferences and characteristics; and
- **Sensitive Personal Information**, such as
 - Personal information revealing racial or ethnic origin, religious beliefs, a mental or physical health condition or diagnosis, sexual orientation, or citizenship or citizenship status;
 - Personal data of a known child; or
 - Precise geolocation data.

Information Passively Collected: We collect personal information passively through our Services, such as via cookies, web beacons, and other tracking technologies. This information may include:

- **Identifiers**, such as online identifiers, Internet Protocol address, mobile advertising IDs, and other unique personal identifiers;
- **Commercial Information**, such as records of personal property, products or services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies;
- **Network Activity Information**, such as computer or mobile phone model, operating system version, mobile network information, browsing history, search history, date and time of visit to the Website, pages visited, and other information regarding a consumer's interaction with an internet website, application, or advertisement, including materials downloaded from our Services;
- **Geolocation Data** such as device location; and
- **Inferences** drawn from any of the Personal Information listed above to create a profile or summary about, for example, an individual's preferences and characteristics.

From Third Parties: We may collect any of the above categories of personal information from our affiliated organizations, collaboration partners, sponsors, service providers, and other third parties when they send personal information to us. We also sometimes collect information from publicly accessible sources such as government records, websites, social media platforms, and other digital platforms.

SMS: We will not share your opt-in to an SMS campaign with any third party for purposes unrelated to providing you with the services of that campaign

Cookies, Web Beacons, and Other Tracking Technologies

We use cookies, web beacons, and other tracking technologies to collect information about you and your use of our Services. These tracking technologies may include:

- **Browser Cookies.** A cookie is a small file placed on the hard drive of your computer that can store information about your use of our Website.
- **Web Beacons.** Pages of the Website and our e-mails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that enable us, for example, to count users who have visited those pages or opened an email and for other related website statistics (for example, recording the popularity of certain website content and verifying system and server integrity).

These cookies, web beacons, and other tracking technologies have various purposes. Some of them help our Services function properly, while others help us analyze consumers' use of our Services, advertise our Services and improve our advertising efforts, and provide consumers with information that is most likely to appeal to them.

Depending on your Internet browser, you may be able to change your settings to block cookies, web beacons, and other tracking technologies from being used. You can check your browser instructions to learn more about these functions. Please note that if you block or reject cookies, web beacons, and similar technologies on our Services, the functionality of the Services may be limited.

How We Use Your Information

We collect, process, and disclose the personal information we collect about consumers:

- for fundraising in connection with our programs and services;
- to provide the information, products, programs, and services you request;
- to provide you with effective customer service;
- to contact you with information and notices related to your use of the Services;
- to contact you with special offers and other information we believe will be of interest to you about our programs and services (in accordance with any privacy preferences you have expressed to us);
- to invite you to participate in surveys and provide feedback to us (in accordance with any privacy preferences you have expressed to us);
- to improve the content, functionality and usability of our Services;
- to comply with our legal and regulatory obligations, and to enforce our rights and policies;
- to administer, monitor, and secure our information technology systems, websites, applications, databases, and devices, including detecting and preventing against security incidents and fraudulent activity; and
- for any other purpose identified in an applicable privacy notice, click-through agreement, or other agreement between you and us.

We may use information we collect from or about you to create aggregated or de-identified data that does not identify you. Once the data is aggregated or de-identified, we may use it for any purpose permitted by law, and we may disclose it to non-affiliated parties for their own uses. To the extent we deidentify any data originally based on personal information, we will maintain and use such data in deidentified form and will not attempt to reidentify the data.

Profiling. We are required under certain state privacy laws to state whether we engage in automated processing of personal information for profiling of consumers in furtherance of decisions that produce legal or similarly significant effects. We do not engage in such practices.

Disclosure of Your Information

We may disclose the personal information we collect about consumers in the following situations:

- to our subsidiaries and affiliates;
- to contractors, service providers, and other vendors we use to support our business and that process personal information on our behalf, including vendors who provide data hosting, information technology support, email hosting, marketing and analytics services, and other organizational services;
- to third parties, including marketing and analytics providers and social media platforms;
- to our business partners to market their products or services to you, but only if you have opted in to such disclosures; and
- to other third parties at your direction or with your consent.

We may also disclose your personal information:

- to a successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other transfer of some or all of **YouthPower365's** assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding;
- to comply with any court order, law, or legal process, including to respond to any government or regulatory request or to prevent or investigate a possible crime such as fraud or identity theft;
- to enforce or apply our [Terms of Use](#); and
- if we believe disclosure is necessary or appropriate to protect the rights, property, or safety of YouthPower365, program participants, our volunteers, donors, or others.

We may also disclose aggregated or de-identified data information, for business purposes or other purposes permitted by law.

Sales & Processing for Purposes of Targeted Advertising. We may share targeted advertising identifiers, such as IP addresses and other device identifiers, internet and other electronic network activity information, commercial information, and inferences concerning your interests and preferences with third party marketing and analytics providers for purposes of advertising our Services and analyzing

the use of our Services. Under privacy laws in some states, such disclosures may qualify as a “sale” of personal information.

You have the right to opt out of the sale and sharing of your personal information for targeted advertising purposes. To do so, click “Reject All Optional Tracking Technologies” or toggle “off” each type of tracking technology except for strictly necessary technologies.

Data Security

We have implemented reasonable technical and organizational measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration, and disclosure. Unfortunately, the transmission of information via the internet is not completely secure. Any transmission of personal information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures contained on the Services.

Data Retention

We will retain information about you for the period necessary to fulfill the purposes outlined in this Privacy Policy unless a longer retention period is required by law.

Data Subject Rights

State privacy laws provide consumers with certain rights with respect to the processing of their personal information, subject to certain exemptions. These rights include:

- *Confirm*. You have the right to confirm whether **YouthPower365** is processing your personal information and to request access to the personal information we maintain about you. You also have the right to obtain information about the third parties to whom **YouthPower365** has disclosed your personal information.
- *Correct*. You have the right to request that we correct inaccuracies in the personal information we maintain about you.
- *Delete*. You have the right to request that we delete the personal information we maintain about you.
- *Data Portability*. You have the right to request access to the personal information we have collected about you in a portable and, to the extent technically feasible, readily usable format that allows you to transmit the

personal information to another entity without hindrance. You may not exercise this right more than two times in a calendar year.

- *Opt Out of Sale.* You have the right to opt out of the sale of your personal information.
- *Opt Out of Targeted Advertising.* You have the right to opt out of the processing of your personal information for purposes of targeted advertising.
- *Opt Out of Profiling.* As stated above, we do not engage in Profiling or automated decision making that has legal or similarly significant effects.
- *Right to Revoke Consent.* You have the right to revoke any consent you provided to our processing of your personal information.

Exercising Data Subject Rights & Authorized Agents. To exercise your rights to opt out of sale or targeted advertising, click the “Your Privacy Choices” link that appears in the footer of each page of our website and click “Reject All Optional Cookies” or toggle “off” each type of cookie except for strictly necessary cookies.

To exercise your rights to Confirm, Correct, Delete, Data Portability, or Revoke Consent, you can email us at privacy@vfv.org. In order to protect your information, we will confirm a requestor’s identity before responding to one of these requests.

You may also authorize an agent to make data subject requests on your behalf. In such instances, authorized agents may use the same methods as you to submit a request on your behalf. To protect your personal information and the authority of the authorized agent, we may ask the requestor to provide information that will enable us to verify your identity, such as asking your agent to provide proof of signed permission from you. We may also ask you to confirm with us directly that you provided the agent with permission to submit the request.

In some instances, we may decline to honor your request if an exception applies under applicable law. We will respond to your request consistent with applicable law.

Appeals. If we deny your initial request, you can request that we reconsider this decision by contacting us at privacy@vfv.org. If you submit an appeal, please enclose or otherwise specifically reference your initial request and any additional information that would assist us in appropriately assessing and responding to your appeal. We will process appeals in accordance with applicable law.

Universal Opt-Out Mechanisms. Some web browsers or devices offer settings where you may pre-set a signal to websites that you do not want to have your online activity and behavior sold or processed for targeted advertising purposes. We process widely-recognized, universal opt-out mechanisms (sometimes called opt out preference signals) as requests to opt out of sales and targeted advertising in the cookie and online tracking technology context for the web browser from which such signal is received.

Links to External Websites

The Website may have links to other websites or resources over which [VVF Entity] does not have control. Such links do not constitute an endorsement by us of those websites. You acknowledge that we are providing these links to you only as a convenience, and you further acknowledge that we are not responsible for the content of such websites. Your use of such websites is subject to the terms of use and privacy policies located on the linked websites.

Contact Information

If you have questions or concerns about this Privacy Policy or our data practices, please call us at 970.777.2015 or contact at by email at privacy@vfv.org or by mail at: P.O. Box 6550, Avon, CO 81620.

If you are unable to review or access this Privacy Policy due to a disability, you may contact us to access this document in an alternative format.