Privacy Policy

Effective as of December 18, 2018.

This Privacy Policy explains how Pledge 1% (“Pledge 1%”, "we", "us" or "our") collects, uses, shares, and otherwise processes personal information in connection with our websites to which this Privacy Policy is posted (the “Sites”), the Pledge 1% project, and Pledge 1% member services (the “Organization”). This Privacy Policy also explains the rights and choices available to individuals with respect to their information. Pledge 1%, a fiscally sponsored project of Tides Center (a California nonprofit public benefit corporation), but excluding the central operations of Tides Center and any of its other projects.

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Personal Information We Collect

Information you give us. Personal information you may provide through the Sites or the Organization, or otherwise communicate to us, includes:

- Personal information, such as your first and last name, e-mail and mailing addresses, picture, telephone number, birthdate, gender, professional title and company information.
- Communications, such as information you provide relating to your experiences with the Organization or information you provide when you report a problem with the Sites, request information from us, receive customer support or otherwise correspond with us.

Information we get from others. We may collect information about you, such as your first and last name, e-mail and mailing addresses, telephone number, professional title and company information (e.g., founder minority status), from our regional affiliates, corporate partners and other third parties who think you may be interested in the Organization. We may also get information about you from publicly available and paid sources, and we may add this to information we get from our Sites or through the Organization. We will process all such information in accordance with this Privacy Policy.

Information automatically collected. Our servers and third party service providers may automatically record certain information about how you use the Sites and the device you use to access them, such as your Internet
Protocol (IP) address, device and browser type, approximate geographic location (e.g., city or town), referring website, operating system, unique device identifiers, unique application and advertising identifiers, the pages or features of the Sites that you browsed and the time spent on those pages or features, the frequency with which you use the Sites, the links that you click on or use, and other statistics. We collect this information in server logs and by using cookies and similar tracking technologies. See our Cookie Policy for more information.

How We Use Your Personal Information

We use your personal information for the following purposes and as otherwise described to you in this Privacy Policy or at the time of collection:

**To provide Organization-related services.** If you are a participant or potential participant in the Organization, we use your personal information to enroll you in the Organization, to communicate with you regarding the Organization and your pledge (or potential pledge), including by sending you announcements, updates and support and administrative messages, and to provide Organization-related benefits to companies who have taken the pledge.

**To operate the Sites.** We use your personal information to:

- operate, maintain, administer and improve the Sites;
- provide featured content on the sites, including your experiences with the Organization;
- better understand your needs and interests, and personalize your experience with the Sites; and
- respond to your service-related requests, questions and feedback.

**For research and development.** We use information automatically collected and other information to analyze trends, administer the Sites, analyze users’ movements around the Sites, gather demographic information about our user base as a whole and improve the Sites.

**To send you surveys and marketing communications.** We may send you surveys, promotions or other marketing communications but you may opt out of receiving them as described in the Opt out of marketing section below.

**To provide you with advertising.** We may use your personal information to serve ads on the Sites or on third party sites and to tailor ads to your interests and browsing history. See our Cookie Policy for more information.

**To create anonymous data.** We may create aggregated and other anonymous data from our users’ information. We make personal information into anonymous data by removing information that makes the data personally identifiable. We may use this anonymous data and share it with third parties for our lawful business purposes.

**For compliance, fraud prevention and safety.** We may use your personal information as we believe appropriate to (a) investigate violations of and enforce our Terms of Use; (b) protect our, your or others’ rights, privacy, safety or property (including by making and defending legal claims); and (c) protect, investigate and deter against fraudulent, harmful, unauthorized, unethical or illegal activity.

**For compliance with law.** We may use your personal information as we believe appropriate to (a) comply with applicable laws, lawful requests and legal process, such as to respond to subpoenas or requests from government authorities; and (b) where permitted by law in connection with a legal investigation.

**With your consent.** In some cases we may ask for your consent to collect, use or share your personal information, such as when required by law or our agreements with third parties.

How We Share your Personal Information

We do not share your personal information with third parties without your consent, except in the following circumstances:
Sponsors. We may share your personal information with our fiscal sponsor, Tides Center, and its partner organizations, Tides Network, Tides Foundation, Tides Two Rivers Fund, and Tides Inc., for use consistent with this Privacy Policy.

Corporate and non-profit partners. We may share your personal information with corporate and non-profit partners that provide benefits to companies who have taken the pledge or that we work with to promote the Pledge 1% mission. These third parties will be given limited access to your personal information that is reasonably necessary to provide their services.

Pledge 1% participants. In limited circumstances, we may share your personal information with other Pledge 1% participants in order to facilitate the Pledge 1% community. These third parties will be given limited access to your personal information that is reasonably necessary to facilitate the Pledge 1% community.

Service providers. We may share your personal information with third party companies and individuals as needed for them to provide us with services in support of the Sites and the Organization (such as hosting and storage, website analytics, email delivery, marketing, database management services and legal and other professional advice). These third parties will be given limited access to your personal information that is reasonably necessary for them to provide their services.

Compliance, fraud prevention, safety. We may disclose your personal information as we believe appropriate to government or law enforcement officials or private parties for the purposes described above under the following sections: For compliance, fraud prevention and safety and For compliance with law.

Asset and other transfers. We may sell, transfer or otherwise share some or all of our project or assets, including your personal information, in connection with a business deal (or potential business deal) such as a divestiture, merger, consolidation, acquisition, reorganization or sale of assets, or in the event of bankruptcy or dissolution.

Your Choices

Changes to your personal information. If your personal information changes during your relationship with us, you may update your personal information by emailing us at members@peldge1percent.org.

Opt out of marketing. You may opt out of marketing-related emails by clicking on the unsubscribe link in the email. You may continue to receive Sites-related and other non-marketing emails.

Opt out of advertising. See our Cookie Policy for details on how to limit targeted advertising based on your information.

Cookies and Similar Technologies

We may allow service providers and other third parties to use cookies and other tracking technologies to track your browsing activity over time and across the Sites and third party websites. For more details, see our Cookie Policy. Some Internet browsers may be configured to send "Do Not Track" signals to the online services that you visit. We currently do not respond to "Do Not Track" or similar signals. To find out more about "Do Not Track," please visit http://www.allaboutdnt.com.

Other Important Privacy Information

Third party sites and services. The Sites may contain links to other websites and services operated by third parties. These links are not an endorsement of, or representation that we are affiliated with, any third party. We
do not control third party websites, applications or services, and are not responsible for their actions. Other websites and services follow different rules regarding their collection, use and sharing of your personal information. We encourage you to read their privacy policies to learn more.

Security. The security of your personal information important to us. We take a number of organizational, technical and physical measures designed to protect the personal information we collect. However, security risk is inherent in all internet and information technologies and we cannot guarantee the absolute security of your personal information. We will comply with applicable laws and regulations requiring that we notify you in the event your personal information is compromised as a result of a breach of our security measures.

International data use. Pledge 1% is headquartered in the United States, and your personal information may be collected, used and stored in the United States or other locations outside of your state, province, country or other governmental jurisdiction, where privacy laws may not be as protective as those in your jurisdiction.

Children. The Sites are not directed at, and we do not knowingly collect personal information from, anyone under the age of 16. If we learn that we have collected personal information from a child under age 16, we will delete that information as soon as reasonably practicable.

Changes to this Privacy Policy. We reserve the right to modify this Privacy Policy at any time. If we make changes to this Privacy Policy we will post them on the Sites and indicate the effective date of the change. If we make material changes to this Privacy Policy we will notify you by email or through the Sites.

How to contact us
Pledge 1%
1014 Torney Ave
San Francisco, CA 94129
members@pledge1percent.org

Notice to European users
The following applies to individuals in the European Economic Area.

EU Representative. Pledge 1% is represented in the European Union by DPR Group. Enquiries can be directed via email, webform, or physical mailing address. Please view the following PDF contact information: http://bit.ly/P1-GDPR-Contact

Controller. Pledge 1% and our projects’ fiscal sponsor, Tides Center, are the controllers of your personal information covered by this Privacy Policy for purposes of European data protection legislation. We encourage you to review Tides Center’s Privacy Policy for additional details about Tides Center’s processing of your personal information: https://www.tides.org/privacy-policy

Pledge 1% may be contacted using the contact information above. Tides Center may be contacted at:

Tides Center
1014 Torney Ave, San Francisco CA 94129
GDPR@tides.org

Legal bases for processing. The legal bases of our processing of your personal information are described in the table below.

<table>
<thead>
<tr>
<th>Processing purpose (click link for details)</th>
<th>Legal basis</th>
</tr>
</thead>
</table>

| **To provide Organization-related services** | You have entered a contract with us and we need to use your personal information to provide services you have requested or take steps that you request prior to providing services. |
| **To operate the Sites** | These processing activities constitute our legitimate interests. We consider and balance the potential impact on your rights before we process your personal information for our legitimate interests. We do not use your personal information for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law). |
| **For research and development** | |
| **To send you surveys and marketing communications** | |
| **To provide you with advertising** | |
| **To create anonymous data** | |
| **For compliance, fraud prevention and safety** | |
| **For compliance with law** | Processing is necessary to comply with our legal obligations. |
| **With your consent** | Processing is based on your consent. Where we rely on your consent you have the right to withdraw it anytime in the manner indicated in the Sites. |
| **To share your personal information as described in this Privacy Policy** | This sharing constitutes our legitimate interests, and in some cases may be necessary to comply with our legal obligations. |

**Retention**

Generally, we retain your personal information for as long as necessary to process your personal information as described in this Privacy Policy unless a longer retention period is required or permitted by law.

**Your rights**

European data protection laws give you certain rights regarding your personal information. You may ask us to take the following actions in relation to your personal information that we hold:

- **Access.** Provide you with information about our processing of your personal information and give you access to your personal information.
- **Correct.** Update or correct inaccuracies in your personal information.
- **Delete.** Delete your personal information.
- **Transfer.** Transfer a machine-readable copy of your personal information to you or a third party of your choice.
- **Restrict.** Restrict the processing of your personal information.
- **Object.** Object to our reliance on our legitimate interests as the basis of our processing of your personal information that impacts your rights.

You may submit these requests by email to gdpr@pledgeonepercent.org or our postal address provided above. We may request specific information from you to help us confirm your identity and process your request. Applicable law may require or permit us to decline your request. If we decline your request, we will tell you why, subject to legal restrictions. If you would like to submit a complaint about our use of your personal information
or response to your requests regarding your personal information, you may contact us or submit a complaint to the data protection regulator in your jurisdiction. You can find your data protection regulator here.

**Personal data export**

If we export your personal information from the European Economic Area to a country outside of it and are required to apply additional safeguards to that personal information under European data protection legislation, we will do so. Such safeguards may include applying the European Commission model contracts for the transfer of personal data to third countries described here. Please contact us for further information about any such transfers or the specific safeguards applied.
Cookie Policy

This cookie policy explains how Tides Center d/b/a Pledge 1% ("Pledge 1%", "we", "us" or "our") uses cookies and similar tracking technologies on its websites.

What are cookies?
Cookies are small data files that are placed on your computer when you visit a site. Cookies serve different purposes, like helping us understand how our site is being used, letting you navigate between pages efficiently, remembering your preferences, and generally improving your browsing experience. Cookies can also help ensure advertising you see online is more relevant to you and your interests.

Who places cookies on my device?
Cookies set by the site you visit are called "first party cookies". Cookies set by parties other than us are called "third party cookies". Third party cookies enable third party features or functionality within the site, such as site analytics, advertising and social media features. The parties that set these third party cookies can recognize your computer or device both when it visits the site in question and also when it visits certain other sites and/or mobile apps. We do not control how these third parties’ use your information, which is subject to their own privacy policies. See below for details on use of third party cookies and similar technologies with our sites and app.

How long will cookies stay on my device?
The length of time a cookie will stay on your device depends on whether it is a “persistent” or “session” cookie. Session cookies will only stay on your device until you stop browsing. Persistent cookies stay on your browsing device after you have finished browsing until they expire or are deleted.

What other tracking technologies should I know about?
Cookies are not the only way to track visitors to a site or app. Companies use tiny graphics files with unique identifiers called beacons (and also "pixels" or "clear gifs") to recognize when someone visits its sites. These technologies often depend on cookies to function properly, and so disabling cookies may impair their functioning.

What types of cookies and similar tracking technologies does Pledge 1% use?
We use cookies and other tracking technologies in the following categories described in the table below.

<table>
<thead>
<tr>
<th>Type</th>
<th>Description</th>
<th>Who serves the cookies (link to privacy policy)</th>
<th>How to control them</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising/</td>
<td>These cookies are used by advertising companies to collect information about</td>
<td>Hubspot</td>
<td>See ‘your choices’ below.</td>
</tr>
<tr>
<td>Marketing</td>
<td>how you use our sites and other sites over time. These companies use this</td>
<td>Doubleclick</td>
<td></td>
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<tr>
<td></td>
<td>information to show you ads they</td>
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<tr>
<td>Type</td>
<td>Description</td>
<td>See ‘your choices’ below.</td>
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<tr>
<td><strong>Analytics</strong></td>
<td>These cookies help us understand how our sites are performing and being used. These cookies may work with clear gifs included in emails we send to track which emails are opened and which links are clicked by recipients.</td>
<td>Google Analytics</td>
<td></td>
</tr>
<tr>
<td><strong>Essential</strong></td>
<td>These cookies are essential to provide you with services available through our sites and to enable you to use some of their features. Without these cookies, the services that you have asked for cannot be provided, and we only use these cookies to provide you with those services.</td>
<td></td>
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<tr>
<td><strong>Performance</strong></td>
<td>These cookies enhance the performance and functionality of our sites.</td>
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<tr>
<td><strong>Social</strong></td>
<td>These cookies allow you to share content in our sites that you find interesting through third party social media providers. These cookies may also be used for advertising purposes.</td>
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</tr>
</tbody>
</table>
The third parties who serve cookies listed in the table above may use other third parties to place cookies, but any such indirect placement of cookies is out of our control. You should review the privacy policies of the third parties listed in the table above to find out more information about their use of cookies.

**Your choices**

Most browsers let you remove or reject cookies. To do this, follow the instructions in your browser settings. Many browsers accept cookies by default until you change your settings. Please note that if you set your browser to disable cookies, parts of the site may not work properly.

For more information about cookies, including how to see what cookies have been set on your computer or mobile device and how to manage and delete them, visit [www.allaboutcookies.org](http://www.allaboutcookies.org).

Some advertising networks offer you a way to opt out of targeted advertising. If you would like to find out more information, please visit [www.aboutads.info/choices](http://www.aboutads.info/choices) or [www.youronlinechoices.com](http://www.youronlinechoices.com).

For more information about how we collect, use and share your information, see our Privacy Policy.

**Changes**

Information about the cookies we use may be updated from time to time, so please check back on a regular basis for any changes.

**Questions**

If you have any questions about this Cookie Policy, please contact us by email at members@pledge1percent.org.

Last modified December 18, 2018