

Privacy Policy

This Privacy Policy applies to data collection and usage by the Make Yourself Foundation (“MYF” or “We” or “Us”) via our website at www.makeyourselffoundation.org (the “Site”). By using the Site, you consent to the terms of this Privacy Policy. If you do not agree with the Privacy Policy, please do not use the Site.

TOPICS COVERED

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Personal Information You Submit

In order to best communicate with you, MYF may collect personal information, such as your:

- First and Last Name
- Mailing Address
- E-mail Address

If you donate to MYF, we also collect billing and credit card information. This information is used to complete the donation transaction.

Also, you may be required to provide certain personal information to us when you elect to use certain products or services available on the Site. These may include: (a) registering for an account on our Site; (b) entering a sweepstakes or contest sponsored by us or one of our partners; (c) signing up for special offers from selected third parties; (d) sending us an email message; (e) submitting your credit card or other payment information when ordering and purchasing products and services on our Site.

Information Gathered Automatically.

We also may automatically collect from you technical and device-related information that does not identify you as an individual, but may reasonably be used to identify a particular user device. Such information may include the following types of things:

- Device identifiers, such as cookies;

- Device information, such as hardware and software settings;
- Other characteristics of a user device, which, by themselves or taken in conjunction with other information, are sufficient to distinguish that user device over time from a population of other user devices;
- IP addresses and log information, such as your device's name, the type and version of your web browser, and referrer addresses that can function to identify a user device; and
- Tracking information that we, or a third party collects.

Anonymous Information.

We may engage service providers to collect, process, and provide us with information that does not identify you or your devices, by: (i) removing identifying fields and aggregating the information with other information so that individual subjects of the information cannot be re-identified, or (ii) anonymizing the information with techniques that remove or modify the identifying data so as to prevent re-identification of the anonymized information (collectively, "**Anonymous Information**"). We will use such Anonymous Information in order to provide Services to our clients, which may include providing our clients with advertising campaign wrap-ups or summaries. Information that meets these criteria might include, for example, demographic information, statistical information (e.g. page views and hit counts), and general tracking information.

Use of your Personal Information

MYF collects and uses your personal information to operate the Site and deliver the services you have requested.

MYF may also use your personal information to inform you of other products or services available from MYF and trusted third parties.

Sharing Information with Third Parties

MYF does not sell, rent or lease its customer lists to third parties.

MYF may share data with service providers to help perform statistical analysis, send you email or postal mail, provide customer support, or arrange for deliveries. All such third parties are prohibited from using your personal information except to provide these services to MYF, and they are required to maintain the confidentiality of your information.

MYF may disclose your personal information, without notice, if required to do so by law or in the good faith belief that such action is necessary to: (a) conform to the edicts of the law or comply with legal process served on MYF or the Site; (b) protect and defend the rights or property of MYF; (c) in the case of a transfer of all of MYF's assets or other similar corporate transaction; and/or (d) act under exigent circumstances to protect the personal safety of users of MYF, or the public.

Cookies and Other Tracking Mechanisms

We use cookies and other tracking mechanisms to track information about your use of our website and our services on our website. We may combine this information with other personal information we collect from you.

Cookies. Cookies are alphanumeric identifiers that we transfer to your computer's hard drive through your web browser for record-keeping purposes. Some cookies allow us to make it easier for you to navigate our website, while others are used to enable a faster log-in process or to allow us to track your activities at our website. There are two types of cookies: session and persistent cookies.

- **Session Cookies.** Session cookies exist only during an online session. They disappear from your computer when you close your browser or turn off your computer. We use session cookies to allow our systems to uniquely identify you during a session or while you are logged into the website. This allows us to process your online transactions and requests and verify your identity, after you have logged in, as you move through our Site.
- **Persistent Cookies.** Persistent cookies remain on your computer after you have closed your browser or turned off your computer. We use persistent cookies to track aggregate and statistical information about user activity.

Each cookie serves one of four different purposes:

A. *Essential Cookies:* These first party cookies allow users to use a feature of the Site such as: (i) staying logged in, or (ii) making purchases.

B. *Analytics Cookies:* These cookies track information about how the Site is used so that we can make improvements and report on our performance. We may also use analytics cookies to test new ads, pages or features to see how users react to them. Analytics cookies may either be first party or third party cookies.

C. *Preference Cookies:* These first party cookies store your Site preferences.

D. *Ad Targeting Cookies:* These third party cookies (also known as "behavioral" or "targeted" advertising) are placed by advertising platforms or networks in order to: (i) deliver ads and tracks ad performance, and (ii) enable advertising networks to deliver ads that may be relevant based upon your activities. See additional information in "[Online Advertising and Behavioral Tracking](#)" below.

Disabling Cookies. Most web browsers automatically accept cookies, but if you prefer, you can edit your browser options to block them in the future. The Help portion of the toolbar on most browsers will tell you how to prevent your computer from accepting new cookies, how to have the browser notify you when you receive a new cookie, or how to disable cookies altogether. Visitors to our website who disable cookies will be able to browse certain areas of the website, but some features may not function.

Local Storage Objects. We may use Flash Local Storage Objects ("Flash LSOs") to store your website preferences and to personalize your visit. Flash LSOs are different from browser cookies

because of the amount and type of data stored. Typically, you cannot control, delete, or disable the acceptance of Flash LSOs through your web browser. For more information on Flash LSOs, or to learn how to manage your settings for Flash LSOs, go to the Adobe Flash Player Help Page, choose "Global Storage Settings Panel" and follow the instructions. To see the Flash LSOs currently on your computer, choose "Website Storage Settings Panel" and follow the instructions to review and, if you choose, to delete any specific Flash LSO.

Clear GIFs, pixel tags and other technologies. Clear GIFs are tiny graphics with a unique identifier, similar in function to cookies. In contrast to cookies, which are stored on your computer's hard drive, clear GIFs are embedded invisibly on web pages. We may use clear GIFs (a.k.a. web beacons, web bugs or pixel tags), in connection with our website to, among other things, track the activities of website visitors, help us manage content, and compile statistics about website usage. We and our third party service providers also use clear GIFs in HTML e-mails to our customers, to help us track e-mail response rates, identify when our e-mails are viewed, and track whether our e-mails are forwarded.

Online Tracking and Behavioral Advertising

We may use third parties such as network advertisers to display advertisements on our websites and to assist us in determining relevant advertising and placement on third party websites. Network advertisers are third parties that display advertisements based on your visits to our website as well as other websites. This enables us and these third parties to target advertisements by displaying ads for products and services in which you might be interested. Third party ad network providers, advertisers, sponsors and/or traffic measurement services may use cookies, JavaScript, web beacons (including clear GIFs), Flash LSOs and other technologies to measure the effectiveness of their ads and to personalize advertising content to you. These third party cookies and other technologies are governed by each third party's specific privacy policy, not this one. We may provide these third-party advertisers with information about your usage of our website and our services, as well as aggregate or non-personally identifiable information about visitors to our website and users of our services.

We also use services like Google Analytics and Google Customer Match to allow us to use information collected from your use of our site and other websites to customize the pages and advertisements that we present to you. The use of these services could also be in the form of an advertisement on the Google search results page, or a site in the Google Display Network. These services collect data about your use of our site and other websites through [Google advertising cookies](#). In connection with our use of the Google Customer Match service, we may share your email with the Google Customer Match service. Any data collected or shared through the use of this service will be used in accordance with our own privacy policy and Google's privacy policy. You can set preferences for how Google advertises to you using the Google Ad Preferences page. [Google Ad Preferences page](#). Alternatively, you can opt out of a third-party vendor's use of cookies by visiting the [Network Advertising Initiative opt-out page](#).

If you wish to prevent your data from being used by Google Analytics, you may use the opt-out browser add available [here](#).

We do not honor browser requests not to be tracked.

You may, however, opt-out of the collection of web viewing data over time and across unaffiliated website by Google and many third-party ad networks, including those operated by members of the Network Advertising Initiative ("NAI") and the Digital Advertising Alliance ("DAA"). For more information regarding this practice by NAI members and DAA members, and your choices regarding having this information used by these companies, including how to opt-out of third-party ad networks operated by NAI and DAA members, please visit their respective websites: www.networkadvertising.org/optout_nonpPersonal Information.asp (NAI) and www.aboutads.info/choices (DAA).

Opting out of one or more NAI member or DAA member networks (many of which will be the same) only means that those members no longer will deliver targeted content or ads to you. It does not mean you will no longer receive any targeted content or ads on our website or other websites. You may continue to receive advertisements, for example, based on the particular website that you are viewing. Also, if your browsers are configured to reject cookies when you visit this opt-out page, or you subsequently erase your cookies, use a different computer or change web browsers, your NAI or DAA opt-out may no longer be effective. Additional information is available on NAI's and DAA's websites accessible by the above links.

Third Party Analytics

We use automated devices and applications, such as Google Analytics, to evaluate use of our website. We use these tools to help us improve our website, services, performances, and user experiences. These third party services may use cookies and other tracking technologies to perform their services.

U.S. Website

MYF is located in the United States. Our online privacy practices are governed by the laws of the United States and the State of California. By using the website, you understand and agree that any information you submit or is gathered about you will be transmitted to and stored in the United States. You further consent to the use and disclosure of that information accordance with applicable U.S. Federal and State laws and with this Privacy Policy.

Children

The Site is not intended for children. MYF does not knowingly collect personally identifiable information from children under the age of thirteen. If we become aware we have received personal information from a child under age 13, we will delete that information.

E-mail Communications

From time to time, MYF may contact you via email for the purpose of providing announcements, promotional offers, alerts, confirmations, surveys, and/or other general communication.

If you would like to stop receiving marketing or promotional communications via email from MYF, you may opt out of such communications by clicking on the UNSUBSCRIBE button.

Changes to this Privacy Policy

MYF reserves the right to change this Privacy Policy from time to time. We will notify you about significant changes in the way we treat personal information by sending a notice to the primary email address specified in your account, by placing a prominent notice on our site, and/or by updating any privacy information on this page. Your continued use of the Site and/or Services available through this Site after such modifications will constitute your: (a) acknowledgment of the modified Privacy Policy; and (b) consent to that Policy.

Contact Information

MYF welcomes your questions or comments regarding this Privacy Policy. If you have any concerns, please contact MYF at:

Make Yourself Foundation
3130 Wilshire Blvd, Suite 600
Santa Monica, California 90403

Email Address:
info@makeyourselffoundation.org

Telephone number:
310-282-5137

Effective as of August 27, 2019