

# Re:wild Privacy Statement

May 2024

Re:wild (“Company”) takes your privacy very seriously and cares about how your information is collected, used, stored, and shared. We are providing this Privacy Statement to explain our practices and the choices that you can make about the way your information is used by the Company. The Privacy Statement describes our practices in connection with the information we collect through websites operated by us from which you are accessing this Privacy Statement (the “Websites”), through the software applications made available by us for use on or through computers and mobile devices (the “Apps”), through our social media pages that we control through which you are accessing this Privacy Statement (collectively, our “Social Media Pages”), as well as through HTML formatted email messages that we send to you that link to this Privacy Statement and through offline interactions that we may have with you (collectively, including the Websites, the Apps and our Social Media Pages, providing personal curated content)( the “Services”).

## Information We Collect:

- **User-provided Information.** When you use our Services, we may collect information about you, including your name, email address, mailing address, phone number, geographic area, or preferences and we may link this information with other information about you. You may provide us with information in various ways through the Services. For example, you provide us with information in email, through face-to-face conversation, grant applications, or through online and offline forms such as e-newsletters, surveys, event registration/participation and advocacy action alerts.
- **Cookies and Automatically Collected Information.** When you use the Services, we may send one or more cookies – small text files containing a string of alphanumeric characters – to your device. We may use both session cookies and persistent cookies. A session cookie disappears after you close your browser. A persistent cookie remains after you close your browser and may be used by your browser on subsequent visits to the Service. Please review your web browser “Help” file to learn the proper way to modify your cookie settings. Please note that if you delete, or choose not to accept, cookies from the Service, you may not be able to utilize the features of the Services to their fullest potential. We may use third party cookies on our Services as well. For instance, we may use Google Analytics or similar services to collect and process certain analytics data. Company does not process or respond to web browsers’ “do not track” signals or other similar transmissions that indicate a request to disable online tracking of users who visit our Site or who use our Services.
- **Information Collected From and About Donors.** In addition to the data collected from all Website visitors, Company may collect additional Personal Information

from donors who donate to Company through the Website (“Donors”), which may include the name and address of the donor and types and amounts of the donation.

Online donations to Company are facilitated by our non-affiliated Service Providers (defined below), which include QGiv, Stripe and other payment processors. If you so choose when you make a donation, you will be linked to our Service Providers’ websites, which may be subject to separate privacy policies and other terms and conditions. In some cases, these other websites are made available via “framing technology,” and may appear to be a part of our Website. We urge you to familiarize yourself with the individual terms of each linked or framed site prior to submitting any Personal Information. We are not responsible for the data collection, privacy and information sharing policies and procedures or the content of such websites.

- **Philanthropic research.** We may combine and use data analysis to interpret your information and predict how likely you are to be interested in or responsive to a particular campaign or fundraising communication. If we conclude that you have the potential or interest in supporting Company’s efforts at a higher level, we may collect additional publicly available information about you and combine and analyze that information into a donor profile, which allows us to engage with you in a customized manner that is responsive to your supporter interest. We commonly look at and combine information from public information resources and other data sources that you chose to make available publicly on your social media channels to give insight into your philanthropic interests and ability to support us. In addition, we may use trusted third party companies that analyze and measure available information to assess affluence. This helps us understand more about your interests and level of potential engagement or donation. Examples of companies that assist us in this process are WealthX and Salesforce.

We may also automatically record certain information from your device by using various types of technology, including “clear gifs” or “web beacons.” This automatically collected information may include your IP address or other device address or ID, web browser and/or device type, the web pages or sites that you visit just before or just after you use the Services, the pages or other content you view or otherwise interact with on the Services, and the dates and times that you visit, access, or use the Services. We also may use these technologies to collect information regarding your interaction with email messages, such as whether you opened, clicked on, or forwarded a message. This information is gathered from all users, and may be connected with other information about you.

- **Location Information.** We may obtain information about your physical location, such as by use of geolocation features in your device, or by inference from other information we collect (for example, your IP address indicates the general geographic region from which you are connecting to the Internet).

- **Third Party Web Beacons and Third Party Buttons.** We may display third-party content on the Services, including third-party advertising. Third-party content may use cookies, web beacons, or other mechanisms for obtaining data in connection with your viewing of the third party content on the Services. Additionally, we may implement third party buttons (such as social media “like” or “share” buttons) that may function as web beacons even when you do not interact with the button. Information collected through third-party web beacons and buttons is collected directly by these third parties, not by Company. Information collected by a third party in this manner is subject to that third party’s own data collection, use, and disclosure policies.
- **Information from Other Sources.** We may obtain information about you from third parties and sources other than the Services, such as our partners and advertisers.

**How We Use the Information We Collect.** We use information we collect on the Services in a variety of ways in providing the Services and operating our business, including the following:

- We use the information that we collect on the Services to operate, maintain, enhance and provide all features of the Services, to provide services and information that you request, to respond to comments and questions and otherwise to provide support to users, to process and deliver entries and rewards in connection with promotions that may be offered from time to time on the Services, and to make grant funding decisions, conduct funding related due diligence and administer Company funding agreements.
- We use the information that we collect on the Services to understand and analyze the usage trends and preferences of our users, to improve the Services, and to develop new products, services, features, and functionality.
- We may use your email address or other information we collect to contact you for administrative purposes such as customer service or to send communications, including updates on promotions and events, relating to products and services offered by us and by third parties.
- We may use cookies and automatically collected information to: (i) personalize our Services, such as remembering information about you so that you will not have to re-enter it during your visit or the next time you visit the Services; (ii) provide customized advertisements, content, and information; (iii) monitor and analyze the effectiveness of the Services and third-party marketing activities; (iv) monitor aggregate site usage metrics such as total number of visitors and pages viewed; and (v) track your donations, purchases, submissions, and status in any promotions or other activities on the Services.

**When We Disclose Information.** Except as described in this Statement, we will not disclose information about you that we collect on the Services to third parties without your consent. We may disclose information to third parties if you consent to us doing so, as well as in the following circumstances:

- For U.S. users only—**by visiting this website you are accepting the policies described in this Statement and consenting to disclosure of Personal Information to trusted third parties** including grantors, grantees, other charities, collaborative partners, and sponsors, to permit them to send you marketing communications, consistent with your choices.
- We will never sell or rent your information, and we only share it where necessary, as described in this Statement.
- Any information that you voluntarily choose to include in a publicly accessible area of the Services will be available to anyone who has access to that content, including other users.
- We work with third-party service providers to provide website, application development, hosting, maintenance, payment processing, and other services for us. These third parties may have access to or process information about you as part of providing those services for us. Generally, we limit the information provided to these service providers to that which is reasonably necessary for them to perform their functions, and we require them to agree to maintain the confidentiality of such information.
- We may disclose information about you if required to do so by law or in the good-faith belief that such action is necessary to comply with state and federal laws, in response to a court order, judicial or other government subpoena or warrant, or to otherwise cooperate with law enforcement or other governmental agencies.
- We also reserve the right to disclose information about you that we believe, in good faith, is appropriate or necessary to (i) take precautions against liability, (ii) protect ourselves or others from fraudulent, abusive, or unlawful uses or activity, (iii) investigate and defend ourselves against any third-party claims or allegations, (iv) protect the security or integrity of the Services and any facilities or equipment used to make the Services available, or (v) protect our property or other legal rights (including, but not limited to, enforcement of our agreements), or the rights, property, or safety of others.
- Information about our users may be disclosed and otherwise transferred to an acquirer, successor, or assignee as part of any merger, acquisition, debt financing, sale of assets, or similar transaction, or in the event of an insolvency, bankruptcy,

or receivership in which information is transferred to one or more third parties as one of our business assets.

- We may make certain aggregated, automatically-collected, or otherwise non-personal information available to third parties for various purposes, including (i) compliance with various reporting obligations; (ii) for business or marketing purposes; or (iii) to assist such parties in understanding our users' interests, habits, and usage patterns for certain programs, content, services, advertisements, promotions, and/or functionality available through the Services.

### **Retention**

We keep your Personal Information only so long as we need it fulfill the purposes described in this Statement. When we no longer need to use your Personal Information and there is no need for us to keep it to comply with our legal or regulatory obligations, we will either remove it from our systems or depersonalize it so that you cannot be identified.

### **Your Choices**

You may, of course, decline to share certain information with us, in which case we may not be able to provide to you some of the features and functionality of the Services. If you wish to access or amend any personal information we hold about you, you may contact us at [hello@rewild.org](mailto:hello@rewild.org). Please note that while any changes you make will be reflected in active user databases within a reasonable period of time, we may retain all information you submit for backups, archiving, prevention of fraud and abuse, analytics, satisfaction of legal obligations, or where we otherwise reasonably believe that we have a legitimate reason to do so.

If you receive commercial email from us, you may unsubscribe at any time by following the instructions contained within the email. You may also opt out from receiving commercial email from us by sending your request to us by email at [hello@rewild.org](mailto:hello@rewild.org) or by writing to us at the address given at the end of this Statement. Please be aware that if you opt out of receiving commercial email from us or otherwise modify the nature or frequency of promotional communications you receive from us, it may take up to thirty business days for us to process your request, and you may continue receiving promotional communications from us during that period. Additionally, even after you opt out from receiving commercial messages from us, you may continue to receive administrative messages from us regarding the Services.

### **Third-Party Services**

The Services may contain features or links to websites and services provided by third parties. Any information you provide on third-party sites or services is provided directly to the operators of such services and is subject to those operators' policies, if any, governing privacy and security, even if accessed through the Services. We are not responsible for the content or privacy and security practices and policies of third-party sites or services to

which links or access are provided through the Services. We encourage you to learn about third parties' privacy and security policies before providing them with information.

### **Children's Privacy**

Protecting the privacy of young children is especially important. Our Services are a general audience service not directed to children under the age of 13, and we do not knowingly collect personal information from children under the age of 13 without obtaining parental consent.

### **Data Security**

We use certain physical, managerial, and technical safeguards that are designed to improve the integrity and security of information that we collect and maintain. Please be aware that no security measures are perfect or impenetrable. We cannot and do not guarantee that information about you will not be accessed, viewed, disclosed, altered, or destroyed by breach of any of our physical, technical, or managerial safeguards.

If you provide credit card information to make a donation, your credit card information is not stored, held or accessible by Company. Instead, such information is collected by our third-party Service Providers specializing in the secure processing of credit or debit card transactions. To the extent a Service Provider is used to process any donations, your information will only be used by the Service Provider in connection with processing related to the donation, including for reporting purposes.

### **International Visitors**

The Services are hosted in the United States and is intended for visitors located within the United States. If you choose to use the Services from the European Union or other regions of the world with laws governing data collection and use that may differ from U.S. law, then please note that you are transferring your personal information outside of those regions to the United States for storage and processing. Also, we may transfer your data from the U.S. to other countries or regions in connection with storage and processing of data, fulfilling your requests, and operating the Services. By providing any information, including personal information, on or to the Services, you consent to such transfer, storage, and processing.

### **Third Party Content and Links**

Our Services may contain links to third-party websites, applications, or similar technology that are not associated with or over which the Company has no control. Any access to and use of such linked websites is not governed by this Statement, but instead is governed by the privacy statements of those third-party websites. We are not responsible for the information practices or content of these other websites and/or applications.

We are not responsible for the information collection, use, disclosure or security policies or practices of other organizations, such as Facebook, Apple, Google, Microsoft, RIM or any other app developer, app provider, social media platform provider, operating system provider, wireless service provider or device manufacturer, including with respect to any

Personal Information you disclose to other organizations through or in connection with the Apps or our Social Media Pages.

### **Sensitive Information**

Unless explicitly requested, we ask that you not send us, and you not disclose, any sensitive Personal Information (e.g., social security numbers, information related to racial or ethnic origin, political opinions, religion or other beliefs, health, biometrics or genetic characteristics, criminal background or trade union membership) on or through the Services or otherwise to us.

### **Changes and Updates to this Statement**

The Company may, from time to time, amend this Privacy Statement. We will post any revisions to the Services, and we advise you to check back periodically. The “Effective Date” reference at the top of this page indicates when we last revised this Privacy Statement. Any changes to this Privacy Statement will become effective when we post the revised Privacy Statement on the Services. Your continued use of the Services or engagement in the Interactions after we implement such changes will also constitute your affirmative consent to the revised Privacy Statement.

### **Your California Privacy Rights**

Subject to certain limitations, residents of California have the right to request a disclosure describing what types of personal information we have shared with third parties for their direct marketing purposes, if any, and with whom we have shared it, during the preceding calendar year. You may request that disclosure by contacting us at [hello@rewild.org](mailto:hello@rewild.org).

### **How to Contact Us**

Please contact us with any questions or comments about this Statement, information we have collected or otherwise obtained about you, our use and disclosure practices, or your consent choices by email at [hello@rewild.org](mailto:hello@rewild.org).

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