

PRIVACY NOTICE

This Privacy Notice was last updated on May 8, 2019

GRYYT, LLC (“We” or “GRYYT”) is committed to transparency and accountability in our handling of your information. This Privacy Notice is intended to inform you of the lawful basis for our collection and processing of your information; what information we collect when you visit the website www.gryyt.com (the “Site”), when you participate in a text message campaign on a GRYYT short code, or when you otherwise use GRYYT social impact communications services (collectively, the “Services”). This Privacy Notice will set forth how we use such information; with whom we share it; how we protect it; the choices we offer you regarding our collection, processing and use of such information; and how to contact us. By visiting the Site or accessing and using the Services, you consent to the terms and conditions of the policy set forth in this Privacy Notice. If you have any questions about our policy, please contact us using the information below in Section 13.

Your Choices

We offer you the following choices about what information we collect from you and how we communicate with you:

- **Cookies.** A text file called a “cookie” may be placed in the browser files of your computer when you visit our online applications. Although the cookie itself does not contain personal information, it provides information about your user session. A cookie file cannot read data off a hard disk or read cookie files created by other websites. You may block the placement of cookies by changing your browser setting pertaining to cookies. This setting can also be changed to provide notification when a cookie file is placed. We understand that you consent to the placement of cookies on our website if you do not change your browser settings as described above. You may change your browser settings to block cookies at any time. Please note, however, that without cookies you may not be able to take full advantage of all the features of the Site or the Services.
- **Marketing Emails and Texts.** You may choose not to receive marketing emails and text communications from us. To communicate your choice, click on the Unsubscribe link in the marketing emails or text the word STOP to the short code from which you are receiving GRYYT text messages.
- **Charity Campaigns.** If you wish to opt out or unsubscribe from any charitable campaign or the Services, please contact us as provided in Section 13 below. If you wish to opt out of a text message campaign, text the word STOP to the campaign short code.
- **Location Information.** When you access and use the Services on your mobile device, you may choose not to share your location details with us. To implement your choice, adjust your device’s location services settings. For instructions on changing settings, please contact your service provider or device manufacturer.

Types of Information We Collect

Information You Give Us.

We collect information you voluntarily provide to us, such as the following:

Registration Information. If you sign up for a GRYYT account or visit the Site to download your donation receipt, we may collect certain information from you that can uniquely identify you, such as your name, address, telephone number and email address (“personal information”), if you choose to provide use with such information. Upon registration, we may also collect information about you that does not uniquely identify you, such as information related to your account settings and preferences, if you choose to provide us with such information.

Donations. When you donate to your selected charities, we may collect personal information and non-personal information about you as needed to report and provide a receipt for your donations.

Information From Other Sources.

Usage and Device Information. When you access and use the Services, we may collect certain information by automated means, such as cookies and web beacons. A cookie is a text file that websites send to a visitor’s computer or other Internet-connected device to uniquely identify the visitor’s browser to store information or settings in the browser. A web beacon, also known as an Internet tag, pixel tag or clear GIF, is used to transmit information back to a web server.

Analytics. We also may use third-party website analytics tools that collect information about visitor traffic on the Services. The information we may collect by automated means may include: (i) usage information such as your IP address, browser information and other information related to your visit to and use of the Services; and (ii) information about the device you use to access and use the Services, such as your hardware model, operating system version, unique device identifiers and mobile network information including your telephone number. All usage and device information may be associated with your GRYYT account.

Location Information. When you access and use the Services using a mobile device, we may collect and process information about your actual location through GPS signals or other technologies that determine location, including but not limited to device latitude/longitude, accuracy, heading, speed, and altitude, cell tower and Wi-Fi access point information. All location information may be associated with your GRYYT account.

If you consent to providing GRYYT or our third-party partners with your location information, we monitor, collect and use your wireless location data as well as other data obtained from our platform and your device, to provide you with Services. This information may include but is not limited to: GPS data (including but not limited to device latitude/longitude, accuracy, heading, speed and altitude), cell tower and Wi-Fi access point information. You can use your wireless device to obtain a wide array of services based on the approximate location of the device, referred to as Location-Based Services, or LBS. The information you receive in connection with your use of LBS may include information related to your designated charity. When you participate in an LBS campaign, you will receive prior notice and must give your consent before your location is used or shared.

Third-Party Partners. We may also receive information about you from our third-party partners. We collect and process such information in order to fulfill our legitimate interests, which may include fulfilling our obligations under contract. Further information about our use of information about you from third-party partners is set forth below.

Why Information Is Shared

We will provide information related to you and your donation to your designated charity or its appointed third-party partner.

We may release information necessary to comply with law; enforce or apply our Terms of Service and other agreements; or protect the rights, property or safety of GRYYT, our users or others. This includes exchanging information with other companies and organizations for fraud protection and credit risk reduction.

We may contract with other companies and individuals to perform functions on our behalf and will provide information necessary to perform their functions. For example, research and education data analysis, processing credit card payments and providing customer service.

We may also use information obtained from you to collect additional information about you from our third-party partners and may combine information that we obtain from you with information from such third-party partners. This includes reaching out to you to participate in research opportunities that will help GRYYT advance programs designed to promote social good.

With your informed consent, we may also use information about you in other ways.

Information We Share

The only type of information about you that we may sell or rent to third parties is non-personal information. We do not sell, rent or disclose to third parties any of your personal information, except as follows:

- We may provide information relating to you (possibly including your personal information) and your donation to your designated charity or its designated third-party partner. If you participate in an LBS campaign, GRYYT will provide you with prior notice and obtain your consent before sharing your location information with third parties.
- We may disclose your personal information as needed to (i) comply with a law, regulation or legal request; (ii) enforce or apply our Terms and Conditions or other agreements; or (iii) protect the rights, property, or safety of GRYYT and any person. This includes exchanging information with other companies and organizations for fraud protection and credit risk reduction.
- We may engage our third-party partners, service providers, or individuals to perform functions on our behalf and provide them with personal information and other information as necessary for them to perform their functions. For example, we may engage third parties to conduct data analysis, process payments, maintain information technology systems, and provide customer service.
- In the event that GRYYT is involved in a bankruptcy, merger, acquisition, reorganization or sale of assets, information about you may be sold or transferred as part of that transaction. We will use reasonable efforts to direct any transferee to use your information in a manner consistent with the policy set forth in this Privacy Notice.

Security

GRYYT uses reasonable efforts to protect your personal information by using industry-standard encryption technologies when transferring and receiving your personal information. Please note that no electronic transmission of information can be entirely secure. We cannot guarantee that the security

measures we have in place to safeguard your personal information will never be defeated or fail, or that those measures will always be effective or sufficient.

Data Transfers and Retention

GRYYT processes personal information on our servers located in the United States. We collect, process and use your information in the United States and any other country where we may operate, in service to our legitimate interests.

Children

Our Services are not directed to persons under the age of 18. GRYYT does not knowingly collect or solicit personal information from anyone under the age of 18. Any personal information we receive from people we believe to be under 18 will be deleted from our system. If you become aware that your child has provided us with personal information without parental or other legal consent, please contact us using the information provided in Section 13 below, and we will delete such information from our systems.

Access and Corrections to Your Information

You may obtain a summary of your personal information retained by us, or modify, correct, change or update such information by contacting us as provided in Section 13 below.

Removal of Your Information

You may also request to have us remove personal information you have previously provided to us by contacting us as provided in Section 13 below. Please be advised that in some cases, complete removal may be impossible.

Links and Third-Party Websites

Our Services may contain links to other websites for your convenience and information. These websites may be operated by companies not affiliated with GRYYT. We are not responsible for links to or content of any websites not affiliated with GRYYT, any of those websites, or the privacy practices of those websites. We recommend that you review the content and policies of all websites that you visit to inform your decision-making about your information.

12. Additional Notice for EU Residents

This section applies if you are a data subject located in the European Union (EU). The EU General Data Protection Regulation (GDPR), effective May 24, 2018, is a complex piece of legislation which may in some cases conflict with U.S., state, or other privacy laws and rules. GRYYT will approach any conflict of laws on a case-by-case basis.

GRYYT is an agency that provides services and products to facilitate the marketing, public relations and fundraising objectives of the non-profit and for-purpose organizations who are our customers. We are the data controller for the processing of your personal data on the lawful basis of our legitimate interests in most cases, and possibly on other permitted lawful bases depending on the context of the data collection and processing, such as the contractual basis or legal obligation. The person serving in

the role of data protection officer is our Chief Compliance, Ethics & Privacy Officer, who can be reached at the information found below at Contact Us.

Subject to the GDPR, you have the following rights in relation to your personal data:

Right of access: If you ask us, we will confirm whether we are processing your personal data and, if so, provide you with a copy of that personal data (along with certain other details). If you require additional copies, we may need to charge a reasonable fee. We may use all reasonable measures to verify the identity of a data subject who requests access.

Right to rectification: If your personal data is inaccurate or incomplete, you are entitled to have it rectified or completed. We will take reasonable steps to ensure that inaccurate personal data will be corrected or deleted.

Right to erasure: You may ask us to delete or remove your personal data and we will do so in some circumstances, such as where we no longer need it (we may not delete your data when other interests outweigh your right to deletion).

Right to restrict processing: You may ask us to restrict or block the processing of your personal data in certain circumstances, such as where you contest the accuracy of that personal data or object to us processing it. We will tell you before we lift any restriction on processing.

Right to data portability: You have the right to obtain your personal data from us if the processing was based on consent or for the performance of a contract. If this applies, we will give you your personal data in a structured, commonly used and machine-readable format. You may reuse it elsewhere.

Right to object: You may ask us at any time to stop processing your personal data, and we will do so:

If we are relying on a legitimate interest to process your personal data—unless we demonstrate compelling legitimate grounds for the processing; or

If we are processing your Personal Data for direct marketing.

Rights in relation to automated decision-making and profiling: You have the right to be free from decisions based solely on automated processing of your personal data, including profiling, that affect you, unless such processing is necessary for entering into, or the performance of, a contract between you and us or you provide your explicit consent to such processing.

Right to withdraw consent: If we rely on your consent as the lawful basis on which to process your personal data, you have the right to withdraw that consent at any time. This will not affect the lawfulness of processing based on your prior consent or the lawfulness of processing that does not require consent under the GDPR.

Special categories of personal data: We do not anticipate ever processing such sensitive personal data from an EU data subject. If we were to do so, it would be done only with consent and for a purpose that is permissible under the GDPR.

Right to complain: If you wish to complain about our privacy practices under the GDPR, you may contact the EU Information Commissioner's Office (ICO) in the United Kingdom. The website at <https://ico.org.uk/make-a-complaint> offers information about how to submit a complaint.

13. Additional Notice for California Residents

California residents who provide “personal information” (as defined in the statute) in obtaining products or services for personal, family, or household use are entitled to request and obtain from us, once a calendar year, information about the personal information we shared, if any, with other businesses for marketing uses. If applicable, this information would include the categories of personal information and the names and addresses of those businesses with which we shared such personal information for the immediately prior calendar year. To obtain this information, please contact using the information found below at Contact Us.

14. Changes to this Notice

GRYTT may update or modify this Privacy Notice, for example, to clarify its meaning for our visitors or to comply with ever-changing regulations governing online data and privacy. The date of the last revision to this Privacy Notice is located at the top of this page.

15. Contact Us

- Email our Chief Compliance, Ethics & Privacy Officer at sarah@gryyt.com
- Write to us at:

GRYYT, LLC
Attn: Chief Compliance, Ethics & Privacy Officer
7350 East Progress Place
Suite 100
Greenwood Village CO 80111
USA