

LOTUS CAMPAIGN



Privacy Policy

Effective Date: 8/21/2024

Last Updated: 8/21/2024

The Lotus Campaign Inc. values your privacy. This Privacy Policy (“**Policy**”) describes how Lotus Campaign collects, uses, discloses, and otherwise processes personal information described in this Policy, as well as the rights and choices individuals have regarding such personal information.

For additional information about the privacy choices you have regarding your personal information, please review the [Your Privacy Choices](#) section below. By using our Services (as defined below), you agree that your personal information will be handled as described in this Policy.

Scope

Except as otherwise described below, this Policy applies to our personal information processing activities including, but not limited to: visitors of our website where this Policy is posted, including www.lotuscampaign.org (the “**Site**”); individuals who subscribe to receive news, information, and communications and other materials from us; individuals who donate through our Site or provide other similar support offerings; individuals who register for or participate in our events, surveys, research, or other similar initiatives offered or conducted by us; and individuals who communicate or otherwise interact or engage with us or the services available through our Site or other online services (collectively referred to as the “**Services**”).

Personal Information We Collect

We collect personal information directly from you, from third-party sources, and automatically through your use of the Services. To the extent permitted by applicable law, we may combine the personal information we collect from publicly available or third-party sources.

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Personal Information Collected Directly. While the personal information we collect varies depending upon your use of our Services and our interactions with you, in general, we may collect the following personal information directly from you:

- **Contact Information.** When you contact us, including if you send us a message or sign up to learn more about our Services, we may collect your name, email address, or other similar identifiers.
- **Donation Information.** When you make a donation, we may collect your name, address, email address, phone number, and payment information such as billing details and any other financial-related information necessary for facilitating the donation and our Services.
- **Communications and Interactions.** If you contact us via email, phone, or our Site, we may collect your contact information, as well as your message, the nature of your inquiry, and any other information you choose to provide.
- **Responses and Feedback.** If you participate in surveys, questionnaires, or research conducted by us, such as for market research, user satisfaction, or other similar purposes, we may collect your responses and feedback, and any other information you choose to provide.
- **Events and Registration Details.** We may collect personal information related to your participation in our events. For example, if you register for or attend an event that we host or sponsor, we may collect information related to your registration for and participation in such event, including contact details and other similar identifiers.
- **Preferences and Other Requests.** We may collect information about your preferences, including communications preferences, preferences related to your use of our Services, and any other preferences or requests you provide when interacting with us.

Personal Information Collected from Third Parties. We may also collect and receive certain personal information about you from third party sources, such as business partners, data analytics and marketing providers, operating systems and

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platforms, public databases, and service providers or other third parties who provide services or perform functions on our behalf. For example, we may collect your name, contact details, and other similar information from these sources for purposes of facilitating and providing our Services.

Personal Information Collected Automatically. We and our third-party service providers may automatically collect or derive personal information about you related to your use of our Services, including through the use of cookies, pixel tags, and other similar technologies. The personal information we and our providers may automatically collect includes:

- **Device and Browsing Information.** When you use our Services, we may collect browser type, domain name, page views, access times, date/time stamps, operating system, language, device type, unique ID, Internet service provider, referring and exiting URLs, clickstream data, and other similar device and browsing information.
- **Activities and Usage.** We also may collect activity information related to your use of the Services, such as information about the links clicked, searches, features used, items viewed, time spent within the Services, your interactions with us within the Services, and other similar activity and usage information.
- **Location Information.** We also may collect or derive general location information about you, such as through your IP address.

For more information about our use of cookies and other similar technologies, please see the [Cookies and Other Tracking Mechanisms](#) section below.

How We Use Your Personal Information

Generally, we may collect, use, disclose, and otherwise process the personal information we collect for the following purposes:

- **Services and Support.** To provide and operate our Services, communicate with you about your use of the Services, provide troubleshooting and technical

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support, and for similar support purposes, and to otherwise run our day-to-day operations.

- **Donations.** To process and acknowledge your donations and provide you with tax receipts and other documents as required by applicable law.
- **Communications.** To communicate with you about our programs, events, and fundraising campaigns, as well as to respond to your questions and inquiries, fulfill your requests, send you requested materials and newsletters, as well as information and materials regarding our Services and our offerings. We may also use this information to send administrative information to you, for example, information regarding the Services and changes to our terms, conditions, and policies.
- **Marketing and Advertising.** For marketing, advertising, and promotional purposes. For example, to send you promotional information about our Services, the features you use, including information about new offerings and programs, as well any other information that you sign up to receive.
- **Research and Surveys.** To administer surveys and questionnaires, such as for market research or user satisfaction purposes.
- **Analytics and Improvement.** To better understand how users access and use the Services, and for other research and analytical purposes, such as to evaluate and improve our Site, Services, and business operations, including to develop our Services and its features, and for internal quality control and training purposes.
- **Planning and Managing Events.** For event planning and other management-related purposes, such as event registration and attendance, connecting you with other event attendees, and contacting you about relevant events that we may host or sponsor.
- **Security and Protection of Rights.** To protect the Services and our business operations, our rights and those of our stakeholders and investors, to prevent and detect fraud, unauthorized activities and access, and other misuse of our Site and Services, including where we believe necessary to investigate, prevent or take action regarding illegal activities, suspected fraud, situations involving potential

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threats to the safety or legal rights of any person or third party, or violations of our policies.

- **Legal Compliance.** To comply with applicable laws and regulations, including as part of a judicial proceeding, to respond to a subpoena, warrant, court order, or other legal process, or as part of an investigation or request, whether formal or informal, from law enforcement or a governmental authority.
- **Auditing, Reporting, and Other Internal Operations.** To conduct financial, tax and accounting audits, audits and assessments of our operations, including our privacy, security and financial controls, as well as for risk and compliance purposes. We may also use personal information to maintain appropriate business records and enforce our policies and procedures.
- **General Business and Operational Support.** To assess and implement reorganizations and other business transactions, and to administer our business, accounting, auditing, compliance, recordkeeping, and legal functions.

Sharing Your Personal Information

We may share or disclose the personal information we collect for the purposes described above with the following recipients and in the following circumstances:

- **Business Partners.** In some circumstances, Lotus Campaign may partner with other businesses to offer its Services, including to facilitate certain programs or special offerings, and we may disclose personal information to those business partners and organizations.
- **Vendors and Service Providers.** We may share your personal information with third-party service providers and vendors such as IT and website hosting, payment processors, marketing and marketing research providers, customer support, data storage, data analytics providers, auditors, consultants, and legal counsel.
- **Third Party Marketing and Analytics Providers.** We may also disclose your personal information, such as device and browsing, and activities and usage information, and other similar information, to third party marketing and data

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analytics providers, and other companies who provide marketing, advertising, campaign management, or analytics services on our behalf.

- **Restructuring or Dissolution.** If Lotus Campaign ceases operations, we may disclose personal information to a successor organization to keep the Services operational.
- **Compliance and Legal Requirements.** We may disclose your personal information if required to do so by law or in response to valid requests by public authorities. For example, we may disclose personal information in response to subpoenas, court orders, and other lawful requests by regulators, government entities, and law enforcement, including responding to national security or law enforcement disclosure requirements, or as otherwise required by law or legal process.
- **Security and Protection of Rights.** Where we believe doing so is necessary to protect the Services, our rights and property, or the rights, property, and safety of others. For example, we may disclose personal information to (i) prevent, detect, investigate, and respond to fraud, unauthorized activities and access, illegal activities, and misuse of the Services, (ii) situations involving potential threats to the health, safety, or legal rights of any person or third party, or (iii) enforce, detect, investigate, and take action in response to violations of our policies. We may also disclose personal information related to litigation and other legal claims or proceedings in which we are involved, as well as for our internal accounting, auditing, compliance, recordkeeping, and legal functions.
- **Other Disclosures.** We may share your personal information in other ways not described in this Policy that we notify you of or that we obtain your consent for, or that are otherwise authorized or required by law.

Cookies and Other Tracking Mechanisms

We and our third-party service providers use cookies, pixels, local storage objects, log files, and other similar tools and mechanisms to automatically collect browsing, activity, device, and similar information within our Services. We use this information to, for

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example, analyze and understand how users access, use, and interact with our Services, to identify and resolve bugs and errors in our Services, to assess secure, protect, optimize and improve the performance of our Services, as well as for marketing and analytics purposes, and to personalize content in our Services. To manage your preferences regarding cookies, targeted advertising, and other similar tracking mechanisms within our Services, please see [Your Privacy Choices](#) below.

Cookies. “Cookies” are alphanumeric identifiers we transfer to your device’s hard drive through your web browser for record-keeping purposes. Some cookies allow us to make it easier for you to navigate our Services, while others are used to support the security and performance of the Services, or allow us to track aggregate and statistical information about user activity on our Site or within the Services.

Pixel Tags. Pixel tags (sometime called web beacons or clear GIFs) are tiny graphics with a unique identifier, similar in function to cookies. While cookies are stored locally on your device, pixel tags are embedded invisibly within web pages and online content. We may use these, in connection with our Services to, among other things, track the activities of users, and help us manage content and compile usage statistics. We may also use these in our emails to let us know when they have been opened or forwarded, so we can track response rates and gauge the effectiveness of our communications.

Local Storage Objects. Local storage is a web storage mechanism that allows us to store data on a browser that persists even after the browser window is closed. Local storage may be used by our web servers to cache certain information in order enable faster loading of pages and content when you return to our websites. You can clear data stored in local storage through your browser. Please consult your browser help menu for more information.

Third-Party Analytics and Tools. We use third party tools, such as Google Analytics, which are operated by third party companies. These third-party analytics companies may use cookies, pixels, and other similar tools to collect usage data about our Services in order to provide us with reports and metrics that help us evaluate usage of our

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Services and improve performance and user experiences. To learn more about Google’s privacy practices, please review the Google Privacy Policy at <https://www.google.com/policies/privacy/partners/>. You can also download the Google Analytics Opt-out Browser Add-on to prevent their data from being used by Google Analytics at <https://tools.google.com/dlpage/gaoptout>.

Third-Party Advertising. We work with third parties, such as ad networks, analytics, marketing partners, and others (“third-party ad companies”) to personalize content and display advertising within our Services, as well as to manage our advertising on third-party sites. We and these third-party ad companies may use cookies, pixels tags, and other tools to collect browsing and activity information within our Services (as well as on third-party sites and services), as well as IP address, unique ID, cookie and advertising IDs, and other online identifiers. We and these third-party ad companies may use this information to provide you more relevant ads and content within our Services and on third-party sites, and to evaluate the success of such ads and content.

Your Privacy Choices

We make available ways for you to manage your preferences and privacy choices, as described below:

- **Marketing Communications.** We may send periodic promotional emails or other similar communications to you, in accordance with applicable law. You may opt-out of these communications by following the instructions provided to you in the communication. If you opt-out of receiving promotional content from us, we may still send you communications about your account or any services you have requested or received from us.
- **Cookie Settings.** To prevent cookies from tracking your activity on our Site or visits across multiple websites, you can set your browser to block certain cookies or notify you when a cookie is set. You can also delete cookies. The “Help” portion of the toolbar on most browsers will tell you how to prevent your device from accepting new cookies, how to have the browser notify you when you receive a

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new cookie, or how to delete cookies. Visitors to our Site who disable cookies will be able to browse the Site, but some features may not function.

- **Industry Ad Choice Programs.** You can also control how participating third-party ad companies use the information that they collect about your visits to our Site and those of third parties, in order to display more relevant targeted advertising to you. If you are in the U.S., you can obtain more information and opt out of receiving targeted ads from participating third-party ad networks at aboutads.info/choices (Digital Advertising Alliance). Opting out of participating third party ad networks does not opt you out of being served advertising. You may continue to receive generic or "contextual" ads on our Site. You may also continue to receive targeted ads on other websites, from companies that do not participate in the above programs.

External Links and Features

Our Services may contain links to third-party websites or features or provide certain third-party connections or integrated services. Any access to and use of such linked websites, features, or third-party services is not governed by this Policy, but instead is governed by the privacy policies of those third parties. We are not responsible for the information practices of such third parties, including their collection, use, and disclosure of your personal information. You should review the privacy policies and terms for any third parties before proceeding to those websites or using those third-party features or services.

Security

We have implemented security measures aimed to protect your personal information from loss, misuse, and unauthorized access, disclosure, alteration, and destruction. While we strive to protect your information, please be aware that despite our best efforts no security system is foolproof, and we cannot guarantee the absolute security of your information.

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Children's Privacy

Our Services are not designed for children, and we do not knowingly collect personal information from children under the age of thirteen (13). If we learn that personal information has been collected on the Services from persons under the age of 13, then we will take the appropriate steps to delete this information. If you are a parent or legal guardian and you believe we have collected your child's information in violation of applicable law, please contact us using the contact information in the [Contact Us](#) section below.

Changes to This Policy

This Policy is current as of the date set forth above. We may update this Policy from time to time. Any changes will be posted on this page with an updated effective date. We encourage you to review this Policy periodically to stay informed about how we are processing your personal information. If we make material changes to how we collect, use, or disclose the personal information we have previously collected about you, we will endeavor to provide you prior notice, such as by emailing you or posting prominent notice on our Site or within the Services.

Contact Us

If you have any questions or concerns about this Policy or our data practices, please contact us at:

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