

Privacy Policy

Last Updated: July 2021

GENERAL

This Privacy Policy (“Privacy Policy”) explains how information about you may be collected, used and disclosed by the Jesse Lewis Choose Love Movement (“JLCLM,” “we,” or “us”). This Privacy Policy applies to information we collect when you use our websites, mobile applications and other products and services (collectively, the “Services”), when you interact with us on third-party sites where we have an official presence, or when you otherwise interact with us.

The Services are hosted in the United States of America and are subject to U.S. state and federal law. If you are accessing our Services from other jurisdictions, please be advised that you are transferring your personal information to us in the United States, and by using our services, you consent to that transfer and use of your personal information in accordance with this Privacy Policy. You also agree to abide by the applicable laws of applicable states and U.S. federal law concerning your use of the Services and your agreements with us. Any persons accessing our Services from any jurisdiction with laws or regulations governing the use of the Internet, including personal data collection, use and disclosure, different from those of the jurisdictions mentioned above may only use the Services in a manner lawful in their jurisdiction. If your use of the Services would be unlawful in your jurisdiction, please do not use the Services.

BY USING OR ACCESSING THE SERVICES, YOU ARE ACCEPTING THE PRACTICES DESCRIBED IN THIS PRIVACY POLICY.

CHANGES

We may change this Privacy Policy at any time and from time to time. If we make changes, we will notify you by revising the “Last Updated” date at the top of this Privacy Policy. At JLCLM’s discretion, we may also provide you with additional notice, such as adding a statement to the homepage(s) of our website(s) or sending you an email notification. You should review this Privacy Policy often to stay informed of changes that may affect you and our information collection practices. Your continued use of any of the Services confirms your agreement to the changes.

INFORMATION WE COLLECT

1. Information You Provide to Us

We collect information you provide directly to us. This may include “Personally-Identifying Information,” which is information such as a name or email address that, without more, can be directly associated with a specific person.

We collect information when you:

- Create an account
- Download or access curriculum and program materials and associated content
- Participate in interactive features of our Services
- Purchase items from our websites or make a donation
- Communicate with us through a third party site
- Subscribe to our newsletter or send an email
- Participate in a contest or sweepstake, or
- Request customer support.

That information may include, but is not limited to, your subscriber name, physical address, email address, phone number(s), credit card or payment information, as well as details about yourself, such as gender, occupation, demographic information, location, purchase history, birthday, any photos of you, school or organization(s) you are affiliated with, and other information you choose to provide.

BY REGISTERING WITH OR USING THE SERVICES, YOU CONSENT TO THE USE AND DISCLOSURE OF YOUR PERSONALLY IDENTIFYING INFORMATION AS DESCRIBED IN THIS “INFORMATION WE COLLECT” SECTION.

2. Information We Collect When You Use Our Services

“Non-Personally-Identifying Information” is information that, without the aid of additional information, cannot be directly associated with a specific person. Like most website operators, we gather from users Non-Personally-Identifying Information of the sort that Web browsers, depending on their settings, may make available. When you access or use our Services, we may automatically collect and store additional information about you, including:

- **Log File Information:** this information is automatically reported by your browser each time you access our website(s). This includes information about your use of our website and Services, your IP address, browser type, referring/exit pages and URLs, number of clicks, domain names, landing pages, and other related information. Although such information is not Personally-Identifying Information, it may be possible for JLCLM to determine from an IP address a user’s Internet service provider and the geographic location of the visitor’s point of connectivity as well as other statistical usage data.
- **Device Identifiers:** this may include information about the type of device you use to access our Services, such as a computer, mobile device, or tablet. This information may also include operating systems of devices and software and network information. We may use software analytics to better understand how people are using our Services on different devices.
- **Cookies and Tracking Technologies:** Cookies, beacons, tags and scripts may be used to remember information about you, your history with our Services, and preferences. In addition, they may be used to analyze trends, track user movement within the Services, and gather demographic information about users.

- From time to time, JLCLM may also release the Non-Personally-Identifying Information gathered from Website users in the aggregate, such as by publishing a report on trends in the usage of the Website.

3. Information From Other Sources

We may also obtain information from other sources and combine that with information we collect from you directly. For instance, we may collect information from mailing lists providers, or third-party sites.

HOW WE MAY USE THE INFORMATION WE COLLECT

We may use information about you for various purposes, including to:

- Provide, maintain, and improve our Services;
- Help you efficiently access your information after you sign in;
- Diagnose or fix technology problems;
- Send you system and administrative alert messages;
- Respond to your comments, questions and provide customer service;
- Communicate with you about products or services offered by JLCLM and others, and provide other information and news we think will be of interest to you;
- Provide personalized content and information to you and others which match interests of users;
- Monitor and analyze trends, usage, and activities in connection with our Services;
- Process and deliver contest or sweepstakes entries or prizes;
- Enforce our Terms of Use; and
- Carry out any other purpose for which the information was collected.

JLCLM is based in the United States, and the information we collect is governed by U.S. law. By accessing or using our Services, you consent to the use, processing and transfer of information in and to the U.S. and other countries.

INFORMATION THAT MAY BE SHARED WITH THIRD PARTY SITES

We may share information about you as follows or as otherwise described in this Privacy Policy:

- With vendors, consultants and other service providers who need access to such information to carry out work on our behalf;
- With partners who share our mission related to social emotional education, learning and wellness;
- In response to a request for information if we believe disclosure is in accordance with any applicable law, regulation or legal process, or as otherwise required by any applicable law, rule or regulation;
- If we believe your actions are inconsistent with the spirit or language of our Terms of Use, user agreements or policies, or to protect the rights, property and safety of JLCLM and others;

- In connection with, or during negotiations of, any merger, sale of organizational assets, sale of all or part of our business to another organization, reorganization, or in any other situation where your information may be transferred as one of the assets of JLCLM; and
- With your consent or at your direction.

We may also share aggregated or anonymized information which cannot reasonably be used to identify you.

Except as otherwise described herein, JLCLM will not sell, lease, trade, share, or loan the information we collect about you to any third party.

INTERACTION BETWEEN OUR SERVICES AND THIRD PARTY SERVICES

1. Social Media and Sharing

Our Services may offer social sharing features and other integrated tools (such as the Facebook “Like” button, Twitter Icon, Pinterest Icon or Instagram Icon), which allows users to share their actions on our Services with other media, and vice versa. The use of such features enables the sharing of information with your friends or the public, depending on the settings you establish with the entity providing the social sharing feature. Any information transmitted on those social media sites is controlled by and subject to their respective privacy policies, which can generally be found on their websites.

2. Advertising and Analytic Services Provided by Others

We may allow others to provide analytics services on our behalf or serve advertisements across the Internet. These entities may use cookies, web beacons and other technologies to collect information about your use of our Services and other websites, including your IP address, web browser, pages viewed, time spent on pages, links clicked and conversion information. This information may be used to, among other things, analyze and track data, determine the popularity of certain content, deliver advertising and content targeted to your interests on other websites, and better understand your activity with respect to our Services.

WHAT STEPS DO WE TAKE TO PROTECT YOUR INFORMATION?

We take the security of your information seriously and use reasonable measures to help protect information about you from loss, theft, misuse and unauthorized access, disclosure, alteration or destruction. However, even the best security measures cannot fully eliminate all risks – we cannot ensure the security of any information you transmit over the Internet or guarantee that any information you provide may not be accessed, disclosed, altered or destroyed.

We are not responsible for third-party circumvention of any privacy settings or security measures. We are dedicated to protect all information on the Services as is necessary. However, you are responsible for maintaining the confidentiality of your Personally-Identifying Information by keeping your password confidential. You should change your password immediately if you believe someone has gained unauthorized access to it or your account. If you

lose control of your account, you should notify us immediately.

YOUR CHOICES

1. Account Information

You can modify or delete information about you at any time by logging into your account settings, [emailing us](#) or contacting us by mail at the address provided below. If you wish to deactivate your account, please [email us](#). Please be aware that we may retain certain information as required by law or for legitimate business purposes. We may also retain cached or archived copies of information about you for a certain period.

2. Cookies

We use cookies to remember a user's settings and preferences and most web browsers are set to accept cookies by default. However, you can usually disable cookies in your personal browser preferences. Removing or rejecting browser cookies does not necessarily affect third-party flash cookies used in connection with our Services. You may visit www.adobe.com/products/flashplayer/security for more information about deleting or disabling flash cookies.

USERS WHO DO NOT WISH TO HAVE WEB COOKIES PLACED ON THEIR COMPUTERS SHOULD SET THEIR BROWSERS TO REFUSE WEB COOKIES BEFORE ACCESSING THE SERVICES, WITH THE UNDERSTANDING THAT CERTAIN FEATURES OF THE WEBSITE MAY NOT FUNCTION PROPERLY WITHOUT THE AID OF WEB COOKIES. USERS WHO REFUSE WEB COOKIES ASSUME ALL RESPONSIBILITY FOR ANY RESULTING LOSS OF FUNCTIONALITY.

3. Promotional Communications

We may send you emails about our Services from time to time; and our partners may send email communications as well. You may “opt out” of receiving marketing or promotional communications from us or from our partners by following the directions in the communications. If you opt out, we may still send you non-promotional communications, such as those about your account or our ongoing business relations.

HOW CAN YOU OBTAIN ADDITIONAL INFORMATION?

If you have any questions or comments about this Privacy Policy, please [contact us](#) through our website or by mail at:

info@jesselewischooselove.org

PO Box 605, Newtown, CT 06470