

# Privacy Policy

GuideStar USA, Inc. (“GuideStar”) respects the privacy of visitors to its site and its Users (as defined in the Terms of Use). Please read this Privacy Policy carefully so that you understand GuideStar’s privacy practices. Questions regarding privacy issues should be directed to GuideStar USA, Inc., 4801 Courthouse St., Suite 220, Williamsburg, VA 23188, ATTN: Counsel or [info@guidestar.org](mailto:info@guidestar.org).

## COLLECTION OF INFORMATION

### The Information that GuideStar Collections

GuideStar does not, as a general matter, collect personal information, such as the names or mailing addresses of visitors to the Site, unless that information is voluntarily provided. However, GuideStar may, without your permission, electronically collect information regarding your online habits and location, including, without limitation, navigational data (i.e., log files, server logs, click-stream) and information about how the Site is used by you (through cookies, Google Analytics, Internet tags, or web beacons). GuideStar may also collect information such as the URL of the website you previously visited and the time of day that you use the Site.

Although GuideStar generally does not collect personal information, GuideStar may decide to make certain features, products or services offered within the GuideStar site subject to registration requirements. To use those areas of the GuideStar site (e.g., areas through which you can submit content to the Site or Registration-Based Products), you may be asked to provide certain information about yourself, such as your name, mailing address, e-mail address, username and password. GuideStar may also compile a subscription list to which you could voluntarily submit your name, mailing address and/or email address. The purpose of such a subscription list would be to send out periodic updates to subscribers on matters of interest, provided that you will have the ability to opt out of further communications in accordance with procedures that will be described in each such update.

GuideStar does not knowingly collect personally identifiable information from individuals under the age of 13. If GuideStar finds out that GuideStar has such personal information, GuideStar will take prompt and reasonable steps to delete it.

## USE OF INFORMATION

### Personal/Non-Personal Information

To the extent you submit content to public areas of the Site, it will be available to the public and GuideStar may reuse and republish or utilize such information at our discretion and in accordance with our Terms of Use. Please understand that you submit such content at your own risk.

To the extent that you submit your personal information to the Site through a registration procedure or to a subscription list, GuideStar may use such personal information to provide you with the content and information that you indicate you wish to receive (on our Site, in newsletters, via e-mail,

etc.) as well as periodic updates regarding GuideStar, GuideStar products and services and GuideStar partnerships.

GuideStar uses third-party vendors (such as Google Analytics) to analyze how Users use the GuideStar site. GuideStar may use anonymous and aggregated data collected by GuideStar itself or by such third parties on behalf of GuideStar to track and examine the use of the GuideStar Site, to create statistics and reports for various business purposes, and to aggregate such anonymous data and share it with GuideStar's advertisers, service providers or business partners in order to offer you potentially desirable products and services; however, such data will not include information that enables such third parties to identify you individually without your information. The personal information compiled in our registration and subscription databases will not be shared with any marketing firms or other third parties (other than those providing services to GuideStar and that are restricted to using such information on behalf of GuideStar and solely as and to the extent necessary to provide such services to GuideStar) without the express consent of the registrant or subscriber.

GuideStar may also use your personal information to identify which account or IP address user to terminate in the event that GuideStar decides to terminate your use of, or registration on, the Site as required by applicable law or pursuant to our Terms of Use. GuideStar may also share your personal information to respond to law enforcement requests, court orders, or other legal processes; if GuideStar believes that such disclosure is necessary to investigate, prevent, or respond to illegal activities, fraud, and physical threats to you or others; or as otherwise required by any applicable law or regulation.

### **Website Usage Information**

The website usage information (e.g., log files, cookies, Google Analytics, Internet tags, web beacons, etc.) GuideStar collects from you will be used to: (a) monitor the operation, technical functions and quality of the Site; (b) compile general statistics regarding use of the Site; and (c) analyze demographic information about the Site's users. GuideStar may also use such information for research or improvements of the Site and the services GuideStar offers you. This data is also used by the GuideStar to deliver customized content and advertising to you when your online behavior indicates that you are interested in a particular subject area

### **Search Engines and Other Sites**

Search engines and other sites not affiliated with the GuideStar, such as archive.org or google.com, may crawl the Site and make available to the public publicly-available content and postings from the Site. The Site may also contain links to other websites. The GuideStar is not responsible for the privacy practices of such other web sites. The Guidestar encourages its visitors and user to be aware when they leave the Site and to read the privacy statement of each website they visit.

## **MISCELLANEOUS**

### **Links to Other Websites**

GuideStar's website may include links to other websites operated by third parties whose privacy policies GuideStar does not control, provided, however, that links to any websites of affiliates of GuideStar shall be governed by the privacy policy. GuideStar has no responsibility or control for the content or information collection practices of, or for any potential damage arising out of or in connection with any of these Web sites to which it is linked. When a User accesses another website

through GuideStar's website, any information a User provides is governed by the privacy policy of the operator of the site a User is visiting. These links are included for User's convenience and inclusion of any link does not imply endorsement, sponsorship, or recommendation of GuideStar of the site. GuideStar encourages Users to review the privacy policy of any third-party website a User accesses through GuideStar's site.

### **Interest Based Advertising**

GuideStar incorporates remarketing by utilizing third party vendors (such as Google) to display content specific advertisements to visitors who have previously visited the GuideStar site and/or expressed interest in the GuideStar products when such visitors go to other websites that also incorporate similar remarketing tools. GuideStar and other third-party vendors, including Google, use first-party cookies and third party cookies together to inform, optimize and serve ads based on a User's past visits to the GuideStar site.

Remarketing is a way for GuideStar to connect to GuideStar Users based upon such Users' past interactions with GuideStar. Third-party vendors (such as Google) may show GuideStar ads on other sites on the Web. User may opt out of this use of cookies by visiting the following sites:

- <http://www.google.com/policies/privacy/ads/>
- <http://www.networkadvertising.org/choices/>

If you choose, you can opt out by turning off cookies in your browser. You can opt-out from being tracked by Google Analytics by downloading and installing Google Analytics Opt-out Browser Add-on for your current web browser, by visiting: <http://www.tolls.google.com/dlpage/gaoptout>

Finally, you may opt out by turning off cookies in the preferences settings in your browser

### **Changes to this Privacy Policy**

A final note: The Web is an evolving medium. GuideStar may update GuideStar's Privacy Policy at any time. By visiting GuideStar's site, a User agrees that User's visit, and any dispute over GuideStar's privacy practices, is governed by this Privacy Policy and GuideStar's Terms of Use. Any such revisions will be effective on the date of posting to the site. User should periodically visit this page to review the current terms to which User is bound.

### **Site Security**

GuideStar takes commercially reasonable security precautions in order to keep the information disclosed to this site secure. However, notwithstanding such precautions, GuideStar assumes no responsibility for the security of this site or any data transmitted to GuideStar, including, but not limited to, information related to potential employment or applications therefore, or any other matter.

### **TERMS OF USE**

Note also that your use of the Site is subject to our [Terms of Use](#).