

Pledge Garden Privacy Policy

This policy is effective as of November 5, 2021.

This Privacy Policy (“Policy”) describes and governs the information collection, use, and sharing practices of Pledge Garden, a subsidiary of Trustmarq Global Services, Inc. (hereinafter “PledgeGarden,” “PG”, “we,” “us,” and “our”) with respect to your use of Pledge Garden websites, products, tools, promotions, and any other services that reference this Policy (collectively, the “Services”).

Pledge Garden built the Pledge Garden app as a Free app. This SERVICE is provided by Pledge Garden and is intended for use as is.

Before you use or submit any information through or in connection with the Services, please carefully review this Policy. By using any part of the Services, regardless of how you access the Services, you consent to the collection, use, and disclosure of your information as further outlined in this Policy. IF YOU DO NOT AGREE TO THIS POLICY, PLEASE DO NOT USE THE SERVICES. We will continue to evaluate this Policy as we update and expand the Services and our offerings, and we may make changes to the Policy accordingly. Any changes will be posted here and you should check this page periodically for updates. If we make material changes to this Policy, we will provide you with notice as required by law. Your continued use of the Services will signify acceptance of the terms of the updated Policy.

Undefined capitalized terms used herein shall have the definitions as set forth in our Terms of Use.

1 INFORMATION COLLECTION AND USE

We collect information in multiple ways, including when you provide information directly to us, and when we passively collect information from you, such as from your browser or device.

1.1. Information You Provide Directly To Us

We may collect information from you in a variety of ways, such as when you:

1. Register for an account;
2. Complete your member profile;
3. Donate to an Event or Campaign;
4. Create an Event or Campaign;
5. Offer to Volunteer for Programs and other offerings by Subscribers;
6. Fill out a survey or provide us with Feedback;
7. Request certain features (e.g., newsletters, updates, and other products);
8. Use certain features that require your information to function (e.g., portions of our Services that require log-in to participate);
9. Communicate with us; or
10. Post User Content, including files, attachments, comments, to or on any of our Services.

The information you provide directly to us may include, but is not limited to: (i) name; (ii) email address; (iii) mailing address; (iv) phone number; (v) birthdate; (vi) workplace information; (vii) photographs and audio/video content; (viii) location information, (ix) government issued identification documents, and (x) financial information, including information needed to verify your identity. If you are an Event or Campaign Subscriber or Presenter, you may also provide us with a registered non-governmental organization number (which serves as your identifier with the local or federal governmental authorities, or other organizational number, along with other information related to your organization. The information that we request will be retained by us and used as described in this privacy policy.

Demographic and other personally identifiable information (such as your name and email address) that you voluntarily give to us when choosing to participate in various activities related to the Application, such as chat, posting messages in comment sections or in our forums, liking posts, sending feedback, and responding to surveys. If you choose to share data about yourself via your profile, online chat, or other interactive areas of the Application,

please be advised that all data you disclose in these areas is public and your data will be accessible to anyone who accesses the Application.

Please be considerate and respectful of others while using the community to share your opinions. We reserve the right, but do not have the obligation, to review and monitor such postings or any other content on our Services, and to remove postings or content that may be viewed as inappropriate or offensive to others.

1.2. Information that is Passively or Automatically Collected

1.1.1. Device/Usage Information

We may automatically collect certain information about the computer or devices (including mobile devices or tablets) you use to access the Services. As described further below, we may collect and analyze information such as (a) IP addresses, geolocation information, unique device identifiers, IMEI and TCP/IP address, and other information about your computer or device(s), browser types, browser language, operating system, mobile device carrier information, the state or country from which you accessed the Services; and (b) information related to the ways in which you interact with the Services, such as: referring and exit web pages and URLs, platform type, the number of clicks, domain names, landing pages, pages and content viewed and the order of those pages, statistical information about the use of the Services, the amount of time spent on particular pages, the date and time you used the Services, the frequency of your use of the Services, error logs, and other similar information. As described further below, we may use third-party analytics providers and technologies, including cookies and similar tools, to assist in collecting this information.

1.1.2. Cookies and Other Electronic Technologies

We may also collect data about your use of the Services through the use of Internet server logs, cookies and/or tracking pixels. A web server log is a file where website activity is stored. A cookie is a small text file that is placed on your computer when you visit a website, that enables us to: (i) recognize your computer; (ii) store your preferences and settings; (iii) understand the web pages of the Services you have visited; (iv), enhance your user experience by delivering content and advertisements specific to your inferred interests; (v) perform searches and analytics; and (vi) assist with security administrative functions. Tracking pixels (sometimes referred to as web beacons or clear GIFs) are tiny electronic tags with a unique identifier embedded in websites, online ads and/or email, and that are designed to provide usage information like ad impressions or clicks, measure popularity of the Services and associated advertising, and to access user cookies. We also may include Web beacons in email messages, newsletters, and other electronic communications to determine whether the message has been opened and for other analytics, personalization, and advertising. As we adopt additional technologies, we may also gather additional information through other methods.

Please note that you can change your settings to notify you when a cookie is being set or updated, or to block cookies altogether. Please consult the "Help" section of your browser for more information (e.g., Internet Explorer; Google Chrome; Mozilla Firefox; or Apple Safari). Please note that by blocking any or all cookies, you may not have access to certain features or offerings of the Services.

1.1.3. Location Information

We may collect different types of information about your location, including general information (e.g., IP address, zip code) and more specific information (e.g., GPS-based functionality on mobile devices used to access the Services), and may use that information to customize the Services with location-based information and features. We may use such information to improve the Services, including providing you with location-based or Subscriber-identified features. To deliver customized content and advertising, we may share your location information with our agents, vendors, or advertisers. If you access the Services through a mobile device and you do not want your device to provide us with location-tracking information, you can disable the GPS or other location-tracking functions on your device, provided your device allows you to do this. See your device manufacturer's instructions for further details. If you disable certain functions, you may be unable to use certain parts of the Services.

1.1.4. Information from Social Networking Sites and Other Third Parties

We may collect information about you or others through our affiliates or through non-affiliated third parties. For example, you may be able to access the Services through a social networking account, such as Facebook, LinkedIn, Instagram, or other social media outlets. If you choose access our Services through your account with us, you expressly allow us to have access to certain information in your Services profile. This may include your name, profile

picture, gender, networks, user IDs, list of friends, location, date of birth, email address, photos, videos, people you follow and/or who follow you, and/or your posts or "likes."

Social networking sites have their own policies for handling your information. For a description of how these sites may use and disclose your information, including any information you make public, please consult the sites' privacy policies. We have no control over how any third-party site uses or discloses the personal information it collects about you.

We may also collect information about you or others through non-affiliated third parties. For example, to the extent permitted by law, we may, in our sole discretion, ask for and collect supplemental information from third parties, such as information about your organization's history, information to verify your identity or trustworthiness, or for other fraud or safety protection purposes. We may combine information that we collect from you through the Services with information that we obtain from such third parties and information derived from any other products or services we provide.

1.3. Collection of information across personal devices

Sometimes we (or our service providers) may use the information we collect - for instance, log-in credentials, IP addresses, hashed email addresses, and unique mobile device identifiers - to locate or try to locate the same unique users across multiple browsers or devices (such as smartphones, tablets, or computers), or work with providers that do this, in order to better tailor content, features, and advertising, and provide you with a seamless experience across the devices you use to access the Services.

2 HOW WE USE YOUR INFORMATION

We may use the information we collect from and about you for the following purposes:

1. For the purposes for which you provided it;
2. To recognize and authenticate you on the Services;
3. To initiate or to provide the features, Services and products available through the Services;
4. To send you information about your relationship or transactions with us, account alerts, or other communications, such as newsletters to which you have subscribed;
5. With your consent, to contact you with information, surveys, or Events or Campaigns that we believe may be of interest to you both regarding our products and Services and those of third parties;
6. To process and respond to your inquiries or to request your Feedback;
7. For internal research and reporting;
8. To improve the content and features of the Services or develop new Services;
9. To personalize the content and advertising that you see on the Services or on other websites;
10. For internal recruiting purposes;
11. With your consent, to call or send you SMS messages regarding your relationship with us or offers or services that may interest you;
12. To enforce the legal terms that govern your use of the Services; and
13. To administer and troubleshoot the Services.

Please note that we may combine information that we collect from you and about you (including automatically-collected information) with information we obtain about you from our affiliates and/or non-affiliated third parties, and use such combined information in accordance with this Policy.

We may aggregate and/or de-identify information collected through the Services. We may use or allow our affiliates or business partners to use de-identified and/or aggregated data for any purpose, including without limitation for research and marketing purposes. As seen fit, we may also share such data with any third parties, including advertisers, promotional partners, Event or Campaign Subscribers, and/or others.

3 WHEN WE DISCLOSE YOUR INFORMATION

We may disclose and/or share your information to or with any non-affiliated third parties under the following circumstances:

1. Consent. We may disclose your information to any third parties based on your consent to do so.
2. Service Providers. We may provide access to or share your information with select third parties who perform services on our behalf, including without limitation marketing, market research, customer support, data storage, analysis and processing, and legal services.
3. Event or Campaign Subscribers. When you donate to an Event or Campaign, we disclose only the necessary information as it pertains to processing your donation to the Event or Campaign Subscriber.
4. Protection of Trustmarq or Pledge Garden and Others. You acknowledge, consent, and agree that Pledge Garden may access, preserve, and disclose your information and/or any User Content you submit or make available for inclusion on the Services, if required to do so by law or in a good faith belief that such access, preservation, or disclosure is permitted by Pledge Garden's Privacy Policy or reasonably necessary or appropriate for any of the following reasons: (1) to comply with legal process; (2) to enforce these Terms, our Policy, or other contracts with you, including investigation of potential violations thereof; (3) to respond to claims that any content violates the rights of third parties; (4) to respond to your requests for customer service; and/or (5) to protect the rights, property, or personal safety of Trustmarq or Pledge Garden, its agents and affiliates, its users, and the public. This includes exchanging information with other companies and organizations for fraud protection, and spam/malware prevention, and similar purposes.
5. Business Transfers. As we continue to develop our business, we may buy, merge or partner with other companies. In such transactions, (including in contemplation of such transactions, e.g., due diligence) user information may be among the transferred assets. If a portion or all of Pledge Garden's assets are sold or transferred to a third-party, customer information (including your email address) would likely be one of the transferred business assets.
6. Campaigns and Public Forums. Campaigns on our Services may be publicly accessible. We may also offer community forums. You should be aware that any information you provide in these areas may be read, collected, and used by others who access them. Please also remember that if you choose to provide information on such features of the Services, individuals reading such information may use or disclose it to other individuals or entities without our control and without your knowledge, and search engines may index that information. Think carefully and choose what you disclose through such forums and decide if this information is you want to publicly share with everyone.
7. By Law Or To Protect Rights: If we believe the release of information about you is necessary to respond to legal process, to investigate or remedy potential violations of our policies, or to protect the rights, property, and safety of others, we may share your information as permitted or required by any applicable law, rule, or regulation. This includes exchanging information with other entities for fraud protection and credit risk reduction.
8. Affiliates and Business Partners: We may share your information with our affiliates, in which case we will require those affiliates to honor this Privacy Policy. Affiliates include our parent company and any subsidiaries, joint venture partners or other companies that we control or that are under common control with us.

4 ONLINE ANALYTICS AND ADVERTISING

1.4. Analytics

We may use third-party web analytics services (such as those of Google Analytics) on our Services to collect and analyze the information discussed above, and to engage in auditing, research, or reporting. The information (including your IP address) collected by various analytics technologies described in the "Cookies and Similar Technologies" section will be disclosed to or collected directly by these service providers, who use the information to evaluate your use of the Services, including by noting the third-party website from which you arrive, analyzing usage trends, assisting with fraud prevention, and providing certain features to you. To prevent Google Analytics from using your information for analytics, you may install the Google Analytics Opt-out Browser Add-on.

If you receive email from us, we may use certain analytics tools, such as clear GIFs to capture data such as when you open our message or click on any links or banners our email contains. This data allows us to gauge the effectiveness of our communications and marketing campaigns.

1.5. Online Advertising

We may use third-party advertising technologies that allow for the delivery of relevant content and advertising on our Services, as well as on other websites you visit. We also work with website analytics and advertising partners, including Google, Double-click Campaign Manager, and Facebook, to deliver Pledge Garden ads on third party publisher websites, and these partners may set cookies on your device's web browser. The ads may be based on various factors such as the content of the page you are visiting, information you enter such as your age and gender, your searches, demographic data, user-generated content, and other information we collect from you. These ads may be based on your current activity or your activity over time and across other websites and online services and may be tailored to your interests.

We may also allow other third parties (e.g., ad networks and ad servers such as Google Analytics, and others) to serve tailored ads to you on the Services, other sites, and in other applications, and to access their own cookies or other tracking technologies on your computer, mobile phone, or other device you use to access the Services. We may provide our customer information (such as email addresses) to service providers, who may “match” this information in de-identified form to cookies (or mobile ad identifiers) and other proprietary IDs, in order to target or “retarget” you with ads when you visit other websites and mobile applications. (You may opt out of many of these service providers as described in the next paragraph.)

We neither have access to, nor does this Policy govern, the use of cookies or other tracking technologies that may be placed on your computer, mobile phone, or other device you use to access the Services by non-affiliated, third-party ad technology, ad servers, ad networks or any other non-affiliated third parties. Those parties that use these technologies may offer you a way to opt out of ad targeting as described below. You may receive tailored advertising on your computer through a web browser. If you are interested in more information about tailored browser advertising and how you can generally control cookies from being put on your computer to deliver tailored advertising, you may visit the Network Advertising Initiative's Consumer Opt-Out link or the Digital Advertising Alliance's Consumer Opt-Out link to opt-out of receiving tailored advertising from companies that participate in those programs. To opt out of Google Analytics for display advertising or customize Google display network ads, you can visit the Google Ads Settings page.

Please note that to the extent advertising technology is integrated into the Services, you may still receive advertisements even if you opt-out. In that case, the advertising will not be tailored to your interests. Also, we do not control any of the above opt-out links or whether any particular company chooses to participate in these opt-out programs. We are not responsible for any choices you make using these mechanisms or the continued availability or accuracy of these mechanisms.

5 NOTICE CONCERNING DO-NOT-TRACK SIGNALS

Do Not Track (“DNT”) is a privacy preference that users can set in certain web browsers. We do not recognize or respond to browser-initiated DNT signals, as the Internet industry is currently still working toward defining exactly what DNT means, what it means to comply with DNT, and a common approach to responding to DNT.

6 ACCESSING AND CONTROLLING YOUR DATA

In order to ensure that the information we maintain is accurate, you may access certain parts of your information and delete, change, or modify that information in accordance with applicable laws by editing your user profile. You must promptly update your user profile if it changes or is inaccurate. Donors may also be provided with an option of anonymizing certain aspects of their information in connection with a donation, such that the information is not publicly available. Please be advised, however, that Donor information will remain visible to Trustmarq, Pledge Garden, and to the relevant Event or Campaign Subscribers.

Upon your request, we will close your Subscriber or Donor account and remove your Campaign or profile information from view as soon as reasonably possible. Please contact us at support@pledgegarden.com to request closure of your account. Please be advised that we may retain information from closed accounts to comply with the law, prevent fraud, collect any fees owed, resolve disputes, troubleshoot problems, assist with any investigations of any Member or user, enforce our Terms of Use, and/or for any other purposes otherwise permitted by law that we deem necessary in our sole discretion. Once you transmit any content through our Services, you may not be able to change or remove it.

7 CONSENT TO TRANSFER

Our computer systems are currently based in North America, so your personal data will be processed by us in this jurisdiction. The data protection and privacy regulations in each of these jurisdictions may not offer the same level of protection as in other parts of the world. By using the Services, you agree to this Policy and you consent to the transfer of all such information to the jurisdictions identified above, which may not offer a level of protection equivalent to that required in the jurisdiction in which you reside, and to the processing of that information as described in this Policy.

8 CHILDREN'S PRIVACY

Our Services are not designed for use by individuals under the age of 13 (or 16 for children located in Europe). If you are under the age of 13 (or 16 for children located in Europe), please do not use the Services and/or submit any information through the Services. If you have reason to believe that a child under the age of 13 (or 16 for children located in Europe) has provided personal information to Pledge Garden through the Services, please contact us at support@pledgegarden.com, and we will delete that information from our databases to the extent required by law.

9 YOUR CALIFORNIA PRIVACY RIGHTS

California Law permits visitors who are California residents to request certain information once per year regarding our disclosure of "personal information" (as that term is defined under applicable California law) to third parties for such third parties' direct marketing purposes. To make such a request, please send an email to support@pledgegarden.com with "Privacy Support" in the subject line or write to us at Trustmarq Global Services, Inc., 2300 Lakeview Parkway, Suite 700, Alpharetta, GA 30009, Attention: Privacy Officer.

10 SECURITY

We value your trust in providing us your Personal Information, thus we are striving to use commercially acceptable means of protecting it. No method of transmission over the internet, or method of electronic storage is 100% secure and reliable, and we cannot guarantee its absolute security.

We have implemented administrative, technical, and physical security measures to protect against the loss, misuse and/or alteration of your information. These safeguards vary based on the sensitivity of the information that we collect and store. However, we cannot and do not guarantee that these measures will prevent every unauthorized attempt to access, use, or disclose your information since despite our efforts, no Internet and/or other electronic transmissions can be completely secure. Therefore, you should take special care in deciding what information you send to us via email. Please keep this in mind when disclosing any information to Pledge Garden via the Internet

You may be provided with a password upon creation of your account. We recommend that you immediately change this password and otherwise change your passwords periodically. You are responsible for maintaining the security of your applicable account usernames and passwords. If you believe that your account username and/or password have been stolen or been made known to others, you must contact us immediately at support@pledgegarden.com and change your password immediately. We are not responsible if someone else accesses your account(s) through information that they have obtained from you.

11 AMENDMENTS

Pledge Garden may change this Policy from time to time as laws, regulations, industry standards and/or our business evolves. We will post the changes to this page and encourage you to review our Policy periodically to stay informed. If we make changes that materially alter your privacy rights, Pledge Garden will provide additional notice, such as via email or through the Services. If you disagree with the changes to this Policy, you should deactivate your Services Account. Contact support@pledgegarden.com if you wish to request the removal of your personal data under our control.

12 THIRD PARTY LINKS AND SERVICES

The Services may contain links to or “frame” third-party websites, applications, and other services (e.g., including websites related to Events or Campaigns and their Subscribers). Please be aware that we are not responsible for the privacy practices of such other sites and services. We encourage our users to be aware when they leave our Services and to read the privacy statements of each and every website they visit that collects their information.

13 FINANCIAL DATA

Financial information, such as data related to your payment method (for example: bank account and routing number, ACH related information, valid credit card number, card brand, expiration date) that we may facilitate collection of, when you purchase, order, return, exchange, or request information about our services from the Application. We store only very limited, if any, financial information that we collect. Otherwise, all financial information is stored by our payment processors and you are encouraged to review their privacy policy and contact them directly for responses to your questions. We shall not be liable for their operation, safety or otherwise their functioning.

14 PAYMENT PROCESSORS

Financial transactions relating to Pledge Garden are handled by our payment services providers. We will share transaction data with the Payment Processors only to the extent necessary for the purposes of processing your payments, refunding such payments, and dealing with complaints and queries relating to such payments and refunds. Please note that the Payment Processors may collect some personal data from you, which allows them to process your payments (e.g., your email address, address, credit card details, and bank account number). The Payment Processors handle all the steps in the payment process through their systems, including data collection and data processing. We do not store your payment details in our systems unless it is necessary for accounting and administrative purposes. Contact support@pledgegarden.com if you wish to request the removal of your personal data.

15 CONTACT US

If you have any questions or suggestions about our Privacy Policy, do not hesitate to contact us at privacy@pledgegarden.com.