

48in48 PRIVACY NOTICE

This Privacy Notice (the “**Privacy Notice**”) describes the information practices of 48in48, Inc. (“**48in48**”, “**we**”, “**us**”, or “**our**”). It covers the information 48in48 collects about you, how we use and share this information, and your choices regarding our collection and use.

If you have any questions or concerns regarding this Privacy Notice or 48in48’s privacy practices, please contact us as described in the **Contact Us** section at the end of this Privacy Notice.

1. Scope

This Privacy Notice applies to Information (as defined below) collected about an individual consumer (“**you**” or “**your**”) by 48in48 and its third-party service providers when you use 48in48’s websites or mobile applications (“**Online Services**”) or apply for or participate in a 48in48 event. As used in this Privacy Notice, “**Personal Information**” means information that personally identifies you as an individual, and “**Non-Personal Information**” means information that relates to you but does not directly identify you. “**Information**” is collectively used herein to refer to both Personal Information and Non-Personal Information.

2. Information Collected

48in48 and its third-party service providers may collect Information about you from a variety of sources, including Personal Information you provide directly to us and Information we collect about you when you use 48in48’s Online Services or apply for or participate in a 48in48 event. We may combine any of the Information collected about you for the purposes described in this Privacy Notice.

Information You Provide. We may collect Personal Information you provide when you:

- apply for or participate in a 48in48 event;
- contact or communicate with us; and/or
- request information from us.

Information Collected Automatically. We and our third-party service providers may use various tracking technologies including cookies, log file information, web beacons, and device information (collectively, “**Data Collection Tools**”) to automatically collect Information from you when you use our Online Services.

Google Analytics. We may use web analytics tools and services with our Online Services, such as Google Analytics. Google Analytics collects Information such as how often you visit our Online Services, what pages you visit within our Online Services, and what other sites you visited prior to coming to our Online Services. We use the Information provided by Google Analytics to improve our Online Services. For more information regarding how Google collects, uses, and shares your Information please visit <http://www.google.com/policies/privacy/partners/>.

3. Information Use

We use your Information that we collect, including Personal Information, for a variety of business purposes, including:

- providing our events;
- processing your applications and registrations;
- processing your payments;
- communicating with you;
- responding to your inquiries or comments;

- improving and customizing our events and communications;
- for internal operations such as enhancing our events, marketing efforts, and to conduct research and analysis;
- for our marketing purposes;
- to enforce any applicable terms and conditions and other agreements between us; and/or
- to protect the security and integrity of our business.

4. Information Sharing and Disclosure

We share and disclose your Personal Information under the following circumstances:

- with third parties that provide a variety of services on our behalf (e.g., the development, maintenance, and support of our Online Services, application and registration submission and processing, and payment processing, etc.);
- with our sponsors and partners in order to facilitate our events and for marketing purposes;
- to comply with law, a court order, or other legal process, or in connection with a legal investigation;
- as may be necessary to protect the safety, property, or other rights of 48in48, our employees, participants, partners, sponsors, users, visitors, or any other person or entity;
- to enforce or apply any applicable terms and conditions and other agreements;
- in the event of a corporate transaction;
- in aggregated or other non-personally identifiable form; and/or
- in accordance with your consent.

We do not sell your Personal Information to third parties for their marketing purposes.

5. Your Choices

We provide you with the opportunity to update and/or delete certain information and to opt-out of having your Personal Information used or disclosed for certain purposes. For example, you may

- correct, update, and delete your Personal Information;
- change your choices for certain communications (e.g., mailing lists, electronic communications, and other notifications);
- opt-out of us sharing your Personal Information with third parties for their marketing purposes; and/or
- request access to your Personal Information.

You may exercise your choices by contacting us as described in the below **Contact Us** section, or following instructions provided in communications sent to you.

Because we plan our communications in advance, it may take several weeks for your request to become effective. If you continue to receive our communications after expressing an opt-out preference, please let us know so that we can investigate the situation.

Please be aware that, if you do not allow us to collect and use your Personal Information, you may not be able to participate in our events or receive our services.

Data Collection Tools. You may be able to opt-out of the automatic collection of some Information by referring to your web browser's or mobile device's options or settings menu. However, doing so may disable many of the portions, features, or functionality of our Online Services. For example, most web browsers automatically accept cookies, but you have the choice to set your browser to accept or reject cookies. Each browser is different, so check the "Help" menu of your browser to learn how to change your cookie preferences or visit <http://www.allaboutcookies.org> for more information.

Google Analytics. Google provides users more choice on how their data is collected by Google Analytics by developing an Opt-out Browser Add-on which can be located at: <http://tools.google.com/dlpage/gaoptout?hl=en>. By installing this Add-on, no Information is being sent to Google Analytics.

6. User Generated Content

Our Online Services and social media pages may allow users to post messages and submit their own content (e.g., comments, blogs, postings, etc.), which may include Personal Information. You are responsible for all actions resulting from any information, including Personal Information, which you post. Please remember that any Information you post becomes public information, is not subject to this Privacy Notice, and 48in48 is not responsible for the results of such postings.

7. Privacy of Children Online

We do not knowingly collect Personal Information online from children under the age of 13 without parental or guardian consent. Please contact us as described in the below **Contact Us** section if you believe we may have collected such information without parental or guardian consent or other than in a manner authorized by law, and we will work to delete it.

8. Information Security

We seek to keep your Personal Information secure and implement reasonable safeguards to help us protect such information from unauthorized access, use, and disclosure. When we and our third-party service providers transmit your sensitive financial information, we utilize secure sockets layer (SSL) encryption technology. However, no method of electronically transmitting or storing data is ever completely secure, and therefore we cannot guarantee that your Personal Information will never be accessed, used, or disclosed in a manner that is inconsistent with this Privacy Notice.

9. E-mail Security

"Phishing" is a scam designed to steal your Personal Information. If you receive an e-mail, text, or any other communication that looks like it is from us asking you for your Personal Information, it may be a scam; please notify as described in the **Contact Us** section at the end of this Privacy Notice.

10. Links, Third-Party Websites, and Social Media Platforms

Our Online Services and communications may contain links to other third-party websites including our sponsors and social media platforms such as Facebook or Twitter (collectively referred to herein as "**Linked Sites**"). We are not responsible for the privacy practices, policies, or content of any Linked Sites, even if you link to them from our Online Services or communications. This Privacy Notice does not apply to any Linked Sites. We have no control over the collection or use of Information, including Personal Information, on any Linked Site. We encourage you to read and understand the privacy policies of any Linked Sites that you visit.

11. Users From Outside of the United States

If you are visiting our Online Services from outside of the United States or otherwise contacting or visiting us from outside of the United States, please be aware that your Personal Information is transferred to, stored, or processed in the United States, where our servers are located and our central database is operated. The data protection and other laws of the United States and other countries might not be as comprehensive as those in your country. By providing your Information, you understand that it will be transferred to our facilities and to those third parties with whom we share it as described in this Privacy Notice.

12. Changes To This Privacy Notice

We may revise this Privacy Notice from time to time effective upon posting the revised Privacy Notice, along with the date on which it was most recently updated, on our Online Services. Please check our Privacy Notice periodically to see if it has been updated. If a change to this Privacy Notice materially affects the use or disclosure of your Personal Information, a notice will be posted at www.48in48.org along with a link to the updated Privacy Notice. Your continued use of our Online Services and/or provision of your Personal Information thereafter constitute your acceptance of such changes. Please contact us as described below if you would like information regarding any changes.

13. Contact Us

If you have any questions about this Privacy Notice or our use of your Personal Information, please contact us in any of the ways set forth below.

Email: carole@48in48.org
Address: 48in48, Inc.
420 Plasters Ave
Atlanta, GA 30324

14. Last Updated

This Privacy Notice was last updated on August 3, 2017.

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