



## APOPS PRIVACY POLICY

Association for Pelvic Organ Prolapse Support ("APOPS" or "we" or "us" or "our") is committed to secure information handling practices. You can visit most pages on the APOPS Sites (as defined below) without giving any information about yourself, but sometimes APOPS requires information to enable the services that you request. This Privacy Policy explains data collection and use in those situations. By visiting the APOPS Sites, you consent to the information practices described in this Privacy Policy.

This Privacy Policy applies to the following sites, [www.pelvicorganprolapsesupport.org](http://www.pelvicorganprolapsesupport.org) (and each sub-domain associated with this URL) and other websites operated by or for APOPS (collectively, the "Sites"). This Privacy Policy does not apply to non-APOPS links that may be accessible through the Sites. This Privacy Policy does not apply to the practices of persons or entities that APOPS does not control, manage or employ. The Sites contain links to other sites that are operated by third parties, including, but not limited to, third party sites that may display the name, trademarks, service marks and logos of APOPS. We encourage you to read the privacy policies of those other sites to learn how they collect and use information about you.

In order to fully understand your rights, we encourage you to read this Privacy Policy as well as our Terms of Service. Since the Sites will continue to implement new technologies and improve their services and features, this Privacy Policy is subject to change. APOPS reserves the right at any time and without notice to change this Privacy Policy. If there are changes or additions to this Privacy Policy, we will post those changes here or in other formats that APOPS deems acceptable, so that you information APOPS collects online is clarified, as well as how we use it and what choices you have. All changes will be effective immediately upon posting. APOPS encourages viewers to read the entire Privacy Policy. Specific information about APOPS data collection and information security practices is available in the questions below:

### **What type of information does APOPS COLLECT and how is the information used?**

While you are visiting the Sites, APOPS may collect two types of information about users: "Personal Information" (such as name, email address, mailing address, phone, credit card or debit card for processing merchandise purchases, personal preferences and other account-related information) and "Aggregate Information" (such as information about how many users log on to the Sites on a daily basis, and the type of device used).

Personal Information is collected online when you voluntarily submit non-public personal information on the Sites by requesting information, purchasing our products, signing up for an

account or other Services, receiving electronic notices or other similar communications and other similar activities. **APOPS does not share information or data collected with outside entities.**

APOPS may acquire Personal Information about you ONLY if you elect to give us that information. Types of Personal Information may include the following.

- Name
- Address
- Zip code
- Telephone number
- E-mail address
- Credit card number and expiration date (for online purchases or charitable donations)
- Responding to your inquiry about volunteering time to APOPS Donations

APOPS may request Personal Information, such as your user name or password whenever you log in to your account, and may in limited circumstances ask you to provide credit card information and other personal information when purchasing goods that are offered for purchase on our Sites or when making a donation online. We reserve the right to request any additional information necessary to establish and maintain your account. Generally, our uses of Personal Information collected online include, without limitation.

- Responding to your inquiry about volunteering time to APOPS Donations
- Purchasing a product from the Sites
- Providing information for marketing communications and newsletters

APOPS will retain your Personal Information to fulfill the purposes described in this Privacy Policy. APOPS will establish minimum and maximum retention periods based upon the type of information collected (i.e., sensitivity), the intended purposes and as otherwise required by law.

Personal Information shall NOT include any personal information posted, shared or sent by or to you in any public format or forum on the Sites or any page on the Sites that specifically provides that the content may be used in a public manner. Participation in such areas of the Sites requires the public release and dissemination of such information, and thus APOPS cannot commit to treating such information confidentially in the same manner that other personal information will be treated under this Privacy Policy. Participation in these areas of the Sites is voluntary and thus your consent to certain terms is required before participation is allowed.

**Aggregate Information: Collected Automatically**

When you visit the Sites, we automatically collect Aggregate Information about your visit.

Collecting this information helps us to improve the Sites to enhance your experience while on APOPS Sites. Aggregate Information is non-personally identifiable/anonymous information about you, such as pages most frequently accessed by you, time spent on a page or area of the Sites, the number of visits to the Sites by you, types of browser used by you, cookie preferences or search terms entered by you. The type of computer and web service that you are using is captured, as well as the date, time, and pages that you visit. Aggregate Information is used in a collective manner, and no single person can be identified by that compiled information (for example, the number of people who logged into the Sites in a particular day).

APOPS also may use Aggregate Information for internal purposes, such as tracking demographic data and providing targeted content to make the Sites more useful to our visitors. The gathering of this Aggregate Information may be accomplished by the use of cookies or web beacons by APOPS and its third party service providers. In particular, APOPS will collect an IP Address from all visitors to the Sites. An IP Address is a number that is automatically assigned to your computer when you use the Internet. We use IP addresses to help diagnose problems with our server, administer our Sites, analyze trends, track users' movement on the Sites, gather broad demographic information for aggregate use in order for us to improve the Sites, and deliver customized, personalized content. IP addresses, however, are not linked to Personal Information. APOPS also may use a unique assigned number located with the Sites' URL to determine the website from which you navigated to get to the Sites. While this number may not be apparent to you, it does not contain your Personal Information.

**Do APOPS websites use COOKIES, OTHER TECHNOLOGIES or THIRD PARTIES to INDIRECTLY collect information?**

A “cookie” is a small piece of data that is sent to your browser from APOPS’ web server and is stored on your computer’s hard drive. Cookies are used to collect non-identifying information about the user to make web-surfing easier by performing certain functions such as saving your personal preferences regarding your use of the particular website. Many consider the use of cookies to be an industry standard.

Your browser is probably set to accept cookies. However, if you would prefer not to receive cookies, you can alter the configuration of your browser to refuse cookies. If you choose to have your browser refuse cookies, it is possible that some areas of our Sites will not function properly when you view them.

The Sites also may use other technologies to track the specific pages viewed by visitors on the Sites or to target specific content that might be of interest to you. These technologies help us to understand how visitors use the Sites.

**Does APOPS SHARE the information that I have provided or that has been collected?**

APOPS may need to share Personal Information with third parties in limited circumstances such as to perform services such as processing credit card payments or hosting features available on the Sites). However, such third parties are obligated to maintain the confidentiality of Personal Information and are not authorized to use Personal Information for any purpose other than providing those services.

APOPS' reserves the right to report to law enforcement agencies any activities that we, in good faith, believe to be unlawful. We may release certain personal information when we believe that such release is reasonably necessary to protect the rights, property, and safety of others and ourselves.

APOPS also reserves the right to share, assign or transfer Personal information to any of our affiliates or any successor in interest to our organization by merger, reorganization, or operation of law.

**Do I have CHOICES regarding how my Personal Information is used?**

If your Personal Information is currently being used by APOPS or its affiliates to send marketing communications, you can opt out at any time. All marketing e-mail communications from APOPS tell you how to stop receiving them with an opt-out button or directions on a marketing e-mail communication from us.

APOPS has made available the public forums on the Sites so that you may have an opportunity to interact with other Site visitors in order to share knowledge and news or participate in fundraising events benefiting APOPS. Since participation in such forums is voluntary, you control what personal information may be disclosed to others. In order to avoid your contact or other personal information from being gathered and used by others for unsolicited, inappropriate or harmful purposes, APOPS advises caution regarding posting a personal email address or phone number or other personal information to public forums. Access to and protection of your Personal Information on social media sites such as Facebook, Twitter, LinkedIn, Pinterest, Instagram, or any other social sites, is the sole responsibility of the account owner. APOPS has no control over information posted to your personal social media sites.

**How does APOPS SECURE my personal information?**

In order to prevent unauthorized access and protect your Personal Information, APOPS has put in place commercially reasonable physical, electronic and administrative safeguards to ensure the security, integrity and privacy of the Personal Information you provide to us. Such security safeguards are intended to be appropriate to the sensitivity of the Personal Information collected. For example, online shopping and contributions are processed using a secure server. In particular, all Personal Information provided to APOPS through the use of the Sites is

transmitted using Secure Socket Layer (SSL) encryption and Secure Electronic Transaction (SET) protocol. SSL is secure server software that lets your browser automatically encrypt, or scramble, data before you send it to APOPS.

APOPS is committed to properly securing the Personal Information collected online. To help us accomplish this, we take the following steps:

- APOPS employs internal access controls to ensure that the only people who see your information are those with a need to do so to perform their official fulfillment duties.
- We use technical controls to secure the information that we collect online as appropriate, including but not limited to: Secure Socket Layer (SSL), encryption, firewalls, and password protections.

To the extent APOPS transfers any Personal Information to third parties, APOPS will use commercially reasonable efforts to assure that such third parties to whom it may transfer any Personal Information have knowledge of this Privacy Policy and provide sufficient protection of such Personal Information. Unfortunately, however, no data transmission over the Internet is 100% secure. While we strive to protect your information, we cannot ensure or warrant the security of such information nor can we guarantee that information you supply to be used will not be intercepted while in transit to us over the Internet.

#### **What constitutes my acceptance of this Privacy Policy?**

By using the Sites, you expressly consent to the use and disclosure of information as described in this Privacy Policy. Your continued use of the Sites after the effective date of any modification to the Privacy Policy will be deemed to be your agreement to the changed terms. You agree to review the Privacy Policy each time you use the Sites so that you are aware of such modifications.

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