

AFMDA Website Privacy Policy

American Friends of Magen David Adom (“AFMDA”) has created this Privacy Policy to explain the types of information we collect through our website and how we will use and protect such information once it is collected. This Privacy Policy discloses our information gathering and dissemination practices for the website located at <http://www.afmda.org/> (the “Site”). This Privacy Policy also describes how you can opt-out of some uses of personal information. **For example, you may opt out of our sharing of your personal information with third parties for marketing purposes by following the directions in the Opt-In and Opt-Out section below.**

This Privacy Policy does not apply to information that you may provide to us, or that we may obtain, other than through this Site, such as by phone, through postal mail and through other live and print media.

By visiting this Site, you consent to these practices. Please take a moment to review the sections below. This Privacy Policy is incorporated into, and part of, the Terms of Use, which govern your use of the Site. If you have any privacy questions or concerns after reviewing this Privacy Policy, please contact us at info@afmda.org.

Please click on a section title below to skip to that section of this Privacy Policy.

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Policy Changes

AFMDA reserves the right to change or update this Privacy Policy at any time, and will notify users by posting such changed or updated Privacy Policy on this page. Any changes or updates will be effective immediately upon posting to this Site. Under certain circumstances (for example, with respect to material changes), we may also elect to notify you of changes or updates to our Privacy Policy, or to request your consent to them, by additional means, such as by posting a notice on the front page of our Site or by sending you an e-mail.

Opt-In and Opt-Out

You have the right to opt-in and opt-out of certain of our uses and disclosures of your Personal Information. For example, at the time you are requested to provide Personal Information on this Site, you may have the opportunity to elect to, or not to: (1) receive e-mail offers from AFMDA or (2) have your Personal Information shared with other companies or individuals. You may also opt-out of AFMDA promotional e-mails by clicking on an opt-out link within the

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promotional e-mail you receive or by sending an e-mail to [opt-out@afmda.org] indicating which promotional e-mails you no longer wish to receive. You may opt-out of AFMDA's SMS messages by texting "STOP" to the address provided on this Site or in the message itself.

Please understand that if you opt out of receiving promotional correspondence from us, we may still contact you in connection with your relationship, activities, transactions and communications with us. Also, a request to have us stop sharing your Personal Information with other entities for marketing purposes will only apply as of the date of your request, and we will not be responsible for any communications that you may receive from entities that received your Personal Information prior to such request. In these cases, please contact that entity directly. Please note that your choice to change your information or opt out may affect AFMDA's ability to provide you with the requested service.

What information does AFMDA collect?

AFMDA collects two types of information from users of our Site and/or Services: (1) non-personal information concerning the use of our Site that cannot, by itself, be used to specifically identify or contact an individual ("Non-Personal Information"); and (2) personal information that identifies or can be used to specifically identify or contact an individual ("Personal Information").

Non-Personal Information: We collect Non-Personal Information from you when you interact with the Site. When you visit our Site, we collect your browser type and IP address. Our servers may also record clickstream data, including: the referring page that linked you to the Site (e.g., another Web site or a search engine); the pages you visit on our Site; the Web site you visit after this Site; other information about the type of Web browser, computer, platform, related software and settings you are using; any search terms you have entered on our Site or a referral site; and other Web usage activity and data logged by our Web servers. We also store certain information from your browser using cookies (small pieces of data stored on your computer). Cookies track where you travel and what you look at on our Site, and confirm when you have logged in to the Site. A cookie may enable us to relate your use of the Site to other information about you, including Personal Information. Most Web browsers can be set to inform you when a cookie has been sent to you and provide you with the opportunity to refuse that cookie. Additionally, if you have a Flash player installed on your computer, your Flash player can be set to reject or delete Flash cookies. However, refusing a cookie may in some cases preclude you from using, or negatively impact the display or function of, the Site or certain areas or features of the Site. We also may use "clear GIFs" (aka "Web beacons" or "pixel tags") or similar technologies in our Site and/or in our communications with you (such as in our e-mails), which help us to verify an individual's viewing or receipt of a Web page or message, and may enable us to relate such viewing or receipt to other information, including Personal Information.

Any or all of the above-described activities with respect to Non-Personal Information may be performed on our behalf by our service providers.

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Personal Information: Most of the Personal Information we collect through the Site is what you provide to us when you access our Site. You provide most of such information when you donate, request information, buy, post, participate in a contest or questionnaire, or communicate with us. For example, you may provide certain Personal Information when you make a donation to AFMDA; place an order through our Site or one of our third-party vendors; register for an online account with us; communicate with us by e-mail; complete a questionnaire or a contest entry form; participate in discussion boards or other community features offered on our Site; become a fan of ours on Facebook or otherwise associate yourself with us using a social networking service; provide or rate reviews; or share information about our Site with friends. The types of Personal Information we collect include, for example, name, postal address, e-mail address, telephone number, text message or short message service ("SMS") address, credit card and other payment information, and certain demographic information.

Information Obtained from Third Parties: AFMDA may obtain information about you from third parties. For example, we may obtain such information from our partners in sponsored content sections. This information could include, for example, user contact information (like name, e-mail address and telephone number), user preferences (like the types of businesses or products you request information about or attempt to contact) and user demographic information (like zip code, age or income level).

How does AFMDA use my information?

We will use information we collect from and about you, for example, to provide services to you, fulfill your donations, process and respond to your requests, develop new features and offerings, improve our Site and protect our rights and property as well as that of third parties. We may also use your information to maintain our internal record keeping, to show you a history of your activity, or to enhance your user experience. We may analyze user behavior as a measure of interest in, and use of, our Site, e-mails and other messaging campaigns both on an individual basis and in the aggregate. We may match information collected from you through different means or at different times, including both Personal Information and Non-Personal Information, and use such information along with information obtained from other sources. However, IP addresses are not linked to Personal Information.

In addition, we may send you notices (for example, in the form of e-mails, text messages, SMS communications, mailings, and the like) or otherwise correspond with you about products, services, companies and events, offered or sponsored by us and others, that we think might interest you. You may opt out of receiving certain notices from us by following the instructions in the Opt-In and Opt-Out section above.

Communications Sent to Wireless Devices

We may send communications to wireless devices via e-mail or SMS. If you want to use our SMS services, you agree to receive SMS messages at the address or number you provide for such purposes unless and until you have elected not to receive such messages by following the

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instructions in the Opt-In and Opt-Out section above. You understand that your wireless carrier's standard rates apply to these communications, and that you may change your mind at any time by following the instructions in the Opt-In and Opt-Out section. You represent that you are the owner or authorized user of the wireless device on which such communications will be received, and that you are authorized to approve the applicable charges. You must be 18 years of age or older and reside in the United States to use any SMS service.

Sharing with Third Parties

AFMDA may share your information (including Personal Information and Non-Personal Information) with third parties in certain circumstances, including the following:

- We may share your information (including Personal Information and Non-Personal Information) with our affiliates, technical consultants, service providers, third party auditors, or other providers, vendors and third parties who use such information, on our behalf, to help provide the Site, enhance its functionality, provide associated services, process your donations or requests, or deliver content, products, services, gifts and prizes (our "Representatives").
- We may disclose user information to government authorities, and to other third parties when compelled to do so by government authorities, at our discretion, or otherwise as required or permitted by law, including but not limited to in response to court orders and subpoenas. We also may disclose user information when we have reason to believe that someone is causing injury to or interference with our rights or property, other users of the Web Site, or anyone else that could be harmed by such activities.
- We reserve the right to transfer your Personal Information and other information in the event we, or a substantial portion of our assets, undergo a business restructuring, transfer of ownership, or similar transaction.
- If we co-sponsor an event, contest, or other offering, the information we obtain from you in connection with such event, contest, or offering may be shared with our co-sponsor, unless you instruct us not to by following the instructions in the Opt-In and Opt-Out section above. Our co-sponsors will have the right to use your information for their own purposes, in accordance with their own policies. We are not responsible for how our co-sponsors may use your information.
- Although we do not sell names or email addresses from our database, we may provide visitors an opportunity to receive offers from other entities who have services, products and offers that we think might be of interest. Unless you elect not to receive such offers by following the instructions in the Opt -n and Opt-Out section above, we may from time to time provide your Personal Information to these entities so that they may send you these offers. If you change your mind and no longer want us to share your Personal Information with these types of third parties, you can opt out of such sharing by notifying us in accordance with the Opt-In and Opt-Out section above. However, we reserve the right to freely share your Non-

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Personal Information for marketing and any other purposes, with or without your consent.

Security

AFMDA endeavors to protect the security and integrity of sensitive Personal Information provided to us. To that end, sensitive information provided to AFMDA via the Site is transmitted using Secure Sockets Layer (“SSL”) encryption. We also take measures to protect account information by placing it on a secure portion. Account information is available to our employees, independent contractors, and service providers on a need-to-know basis. Nonetheless, due to the inherent nature of the Internet as an open global communications vehicle, we cannot guarantee that information, during transmission through the Internet or while stored on our system or otherwise in our care, will be absolutely safe from intrusion by others, such as hackers.

Please note that we do not store credit card information. Excepting our planned and scheduled donors, donor financial information is permanently deleted after ninety days of the donation date.

In the unlikely event that we believe that the security of your Personal Information in our possession or control may have been compromised, we may seek to notify you of that development. If a notification is appropriate, we would endeavor to do so as promptly as possible under the circumstances, and, to the extent we have your e-mail address, we may notify you by e-mail. Unless you provide us with another method to notify you in this situation by e-mailing us at info@afmda.org, you consent to our use of e-mail as a means of such notification.

Third-Party “Linked-To” Web Sites

This Site may contain links, banners, widgets or advertisements that lead to other Web sites. When you click on such links, banners, or advertisements, the privacy policies of the Web sites to which you are linked will govern the collection and use of your information on such sites. AFMDA does not have access to or control over any technologies or practices that may be used on such other sites, and we are not responsible for the privacy practices of such other sites. We encourage you to read the privacy statements of each and every Web site visited after leaving our Site to learn about how your information is treated.

Consent to Processing

By registering on the Site, you consent to AFMDA’s and its affiliates’ and Representatives’ transmission to, and collection and processing of your information in the United States, and any other jurisdiction, in accordance with this Privacy Policy. This Site and the Privacy Policy are intended for users located in the United States.

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Your Access Rights

You may be able to access, view, delete and change your preferences, profile, and other information by visiting a “my AFMDA account” area (or similar area, if any) on this Site. You may also inform AFMDA of such changes or deletions by sending an e-mail to info@afmda.org. We will endeavor to respond to your request to access, update or delete your information as soon as practicable. But before we are able to provide you with information, correct any inaccuracies, or delete any information, we may ask you to verify your identity or provide other details to help us respond to your request.

Contact Us

AFMDA welcomes your questions and comments about privacy. Please feel free to contact us by sending an e-mail to info@afmda.org.