

Summary of Velocity Fundraising Resources, Inc. (“Velocity”) Privacy Practices

Please click [here](#) to review the full Privacy Policy that sets out in detail Velocity’s data collection and use practices, which includes disclosures relating to (1) general audience platform, (2) information we collect, (3) cookies and other tracking technologies, (4) third-party analytics providers, (5) how we use information, (6) how we disclose information, (7) third-party links, (8) consent to transfer, (9) security, (10) your choices and preferences, (11) changes to this privacy policy, and (12) contact information. We encourage you to read the entirety of the [Privacy Policy](#) carefully, but we provide a summary of our key data practices below.

We collect personal information from you and from third parties such as our analytics providers. **WE DO NOT SELL OR SHARE YOUR PERSONAL INFORMATION.** We primarily use this information to facilitate your use of the Service, to personalize your experience, and to send you information from us or on behalf of others, and as otherwise disclosed [below](#). For more information about our analytics providers, including your opt-out choices, please review the [“Third Party Analytics”](#) section below.

The Service is only intended for users 18 years or older. As further described in this Privacy Policy, we take reasonable steps to safeguard the personal information you share with us. Please review our full privacy policy below to learn more about how we collect, use, and disclose information.

Velocity Privacy Policy

Updated and Effective as of December 1, 2023

This privacy policy (“**Privacy Policy**”) describes our practices regarding the collection, use, and disclosure of information collected by Velocity Fundraising Resources, Inc. (“**Velocity**”), through or in connection with the www.StepItUpKids.org website and any other services that post a valid link to this Privacy Policy (collectively, the “**Service**”).

By accessing, using, or otherwise interacting with any part of the Service, you consent to this Privacy Policy and any additional applicable policies and terms you may agree to which govern your use of the Service. Please be sure to read this entire Privacy Policy before using or submitting information or content to this site. **If you do not agree with the terms of this Privacy Policy and the applicable [Terms of Use](#), do not access or use the Service or provide personal information to us.**

1. General Audience Platform

Our Service is intended for a general audience and is not intended for use by or targeted to minors younger than the age of 18. We do not knowingly collect personal information from minors younger than the age of 18. If we learn that we have inadvertently collected personal information from a minor who is younger than 18, we will delete that information from our active databases. If you are the parent or legal guardian of a minor and believe that we have inadvertently collected personal information from your child, please contact us using the information in the “Contact Us” section below.

2. The Information We Collect

Some of the data we or third parties (such as our payment processor) collect through the Service may be considered “personal information” under applicable laws. We consider information that identifies you as a specific individual to be personal information (such as your name and email address). We also treat additional information (such as your IP address and cookie identifiers) as personal information where required by applicable law. If we combine non-personal information with personal information, then we will treat the combined information as personal information under this Privacy Policy.

Information You Provide Directly. For some activities, such as registering for an account, making a donation, or when contacting us, we ask visitors to supply us with personal information such as their contact information (name, email address, phone number, address) and fundraising information (photo, the participant’s name). Our payment processors may also collect billing and payment information directly from you.

Information We Receive from Third Parties. We may receive information, including personal information, about you from third parties, including from other users of the Service (such as when they provide your information to send you a link to a fundraising campaign). The information collected and stored by a third party is subject solely to the third party’s privacy practices.

Information We Collect Automatically. We and our third-party business partners (including our service providers and third-party analytics providers) may automatically or passively receive and collect information such as your IP address, device identifier, browser type, mobile network, and what areas of the Service you interact with (“**Usage Information**”). Usage Information is used to help us create a better experience for you, including to determine the number of visits to different pages on the Service and to improve access to our content based on our visitors’ browser and operating systems.

3. Cookies and Other Tracking Technologies

We use the following tracking technologies (collectively referred to as “**Tracking Technologies**”) to automatically collect information when you interact with us online:

- **Cookies:** The Service may use the software technology known as “cookies” and similar tracking technologies to support our Service and track and improve activity on the Service. Cookies are small text files stored locally on your device to store your preferences. These technologies may be used for many purposes by us and our third-party business partners, such as to automatically collect Usage Information, help us to customize and personalize our website for you and to make its navigation easier. If you do not want to accept cookies, you can block them by adjusting the settings on your browser. You can find more information about cookies and how they work at www.allaboutcookies.org.
- **Web Tags** (also known as “pixel tags” or “clear GIFs”): Web tags are small pieces of code placed on a web page, application, or email that collect information about how you use our Service. They help us determine, for instance, whether a page has been viewed.
- **Embedded Scripts** are programming code designed to collect information about your interactions with the Service, such as the links you click on. The code is temporarily downloaded onto your device from our server or a third-party service provider, is active only while you are connected to the Service and is deactivated or deleted thereafter.

4. Third-Party Analytics Providers

We may work with third-party business partners (such as analytics service providers) to provide us with information regarding use of and traffic on the Service (such as the pages viewed and the actions users take when visiting the Service). These third parties may set and access their own tracking technologies on your device (including without limitation cookies and web tags) and may otherwise collect or have access to information about you (such as Usage Information and device identifiers, some of which may be personal information under various state laws). Some of these parties may collect personal information over time when you visit the Service or other online websites and services. We may share certain information such as device identifiers, Usage Information, pseudonymized, and de-identified information with these analytics providers.

Google Analytics. One analytics provider with whom we may work is Google Analytics. Google Analytics uses cookies and similar technologies to collect and analyze information about use of the Service and report on activities and trends. This service may also collect information regarding the use of other websites, apps, and online resources. You can learn about Google's practices by going to <https://policies.google.com/technologies/partner-sites>, and opt out of them by downloading the Google Analytics opt-out browser add-on, available at <https://tools.google.com/dlpage/gaoptout>.

5. How We Use Information

We may use information collected through the Service, including your personal information to:

- enable you to use the Service;
- manage our business relationship with you;
- send you communications;
- enhance and personalize your experience;
- facilitate your requests, and;
- otherwise, as disclosed to you in this Privacy Policy and/or at the time of collection.

Sometimes we use third-party service providers and business partners to provide services to our visitors, such as technical support and payment processing. We may use non-personal information for any purpose allowable by law, including for research and marketing purposes, and to improve the design, experience, and content of our Service.

6. How We Disclose Information

We may share the information we have collected about you (including personal information) in the circumstances described below or elsewhere in this Privacy Policy, as disclosed at the time you provide information, or otherwise with your consent.

Third Parties Providing Services on Our Behalf: We may use third-party service providers to perform certain services on our behalf, such as for payment processing, providing customer service, hosting the Service features, providing website usage analytics, sending communications, and other administrative services. We may give these service providers access to your information (including personal information) so that they can carry out the services that they are performing for you or for Velocity.

Feedback, Questionnaires and Surveys. You may choose to participate in surveys and questionnaires. We may ask that, in addition to providing your responses, you also provide us with your contact information. In these instances, we use any personal information you choose to provide to us in

connection with these activities for the purposes for which you submit the information. You are not obligated to participate in any of these activities and, if you undertake these activities, you will have the ability to opt-out.

When You Agree to Receive Information From Third Parties or Direct That We Share Your Information:

We may share information when you consent or direct us to do so. Please note that we are not responsible for the privacy practices of third parties. If you later decide that you no longer want to receive communications from a third party, you will need to contact that third party directly.

Administrative and Legal Reasons: We will disclose information (including personal information) we maintain when we believe in good faith it is required by law, for example, in response to a court order or a subpoena. We also may disclose such information in response to a specific law enforcement agency's request, to protect the integrity of the Service, to fulfill your requests, to protect and defend the legal rights or property of Velocity, our affiliates, subsidiaries, and shareholders, the Service or its users, or any other party, or in an emergency, to protect the health and safety of our users or the general public.

Business Transfers and Transitions: In the event Velocity goes through a business transition, we may transfer our operations or assets. In such transactions, personal information generally is one of the transferred assets. By providing your personal information, you agree that we may transfer such information to the acquiring entity without your further consent, except where otherwise required by law.

We will not use or transfer personal information in ways that are materially different from the ones described in this Privacy Policy without also providing notification of such practices and obtaining consent for any materially different uses, as required by applicable law.

7. Third-Party Links

Our Service contains links to other sites whose privacy and information practices may be different from ours. If you click a third-party link, you will be directed to that third party's site. We strongly advise you to review these other third-party sites' privacy notices since these sites are not governed by our Privacy Policy and may follow different procedures. Velocity is not responsible for the privacy practices or business practices of any third party.

8. Consent to Transfer

Velocity is a United States company. By using the Service, or providing us with any information, you fully understand and unambiguously consent to this transfer, processing, usage, sharing, and storage of your information in the United States and other jurisdictions, for which the privacy laws may not be as comprehensive as those in the country where you reside and/or are a citizen. As a result, this information may be subject to access requests from governments, courts, or law enforcement in the United States and other countries according to laws in those jurisdictions.

9. Security

Velocity takes commercially reasonable physical, electronic, and managerial procedures to safeguard the information we collect online and to help prevent unauthorized access to such information. Unfortunately, no data transmission over the internet can be guaranteed to be 100% secure. As a result, while we strive to protect your personal information, Velocity cannot ensure or warrant the security of any information you transmit to us or from our Service, and you provide information at your own risk. You use the Service and provide us with information at your own initiative and risk.

10. Your Choices & Preferences

You can update or change your personal information by emailing us at hello@stepitupkids.org. Registered users may review and access their personal information at any time by navigating to the “User Profile” tab once logged in. You can also update how we communicate with you. You can opt-out of receiving emails from us by following the opt-out instructions in promotional emails we send you or by emailing us. The Service permits you to send messages to friends and family, if are the recipient of such message, you may opt-out by following the provided instructions.

11. Changes to This Privacy Policy

To the extent permitted by applicable law, we reserve the right to change or modify this Privacy Policy at our discretion at any time and without prior notice. If there is a material change to this Privacy Policy, we will update the effective date at the top of this policy, or as otherwise required by law. Any changes will be effective immediately upon the posting of the revised Privacy Policy, unless otherwise specified. Your continued use of the Service after the effective date of the revised Privacy Policy (or such other act as specified in the revised Privacy Policy) will constitute your consent to those changes.

12. Contact Us

If you have any questions, comments or concerns regarding the Privacy Policy, the practices of this website or your dealings with this website, please feel free to contact us at: hello@stepitupkids.org