

Effective Date/Last Modified: August 26, 2021.

This Privacy Policy describes:

- Information that we receive from you when you interact with the HBCU Week Website (the “Site”)
- How we use and process the information that we receive
- If and why Personal Information may be disclosed to third parties
- Your choices regarding the collection and processing of your Personal Information

Please note that this Privacy Policy does not apply to information collected through third-party websites or services that you may access through the Site or that you submit to us through e-mail, text message, other electronic message or offline.

PLEASE REVIEW THIS PRIVACY POLICY CAREFULLY.

When you submit information to or through the Site, you consent to the collection and processing of your information as described in this Privacy Policy. By using the Site, you accept the terms of this Privacy Policy and our Terms of Use and consent to our collection, use, disclosure and retention of your information as described in this Privacy Policy.

If you have not done so already, please also review our Terms of Use.

This Privacy Policy is incorporated into and made a part of our Terms of Use.

IF YOU DO NOT AGREE WITH ANY PART OF THIS PRIVACY POLICY OR OUR TERMS OF SERVICE, PLEASE DO NOT USE THE SITE.

The Effective Date of this Privacy Policy is set forth at the top of this Policy. Whenever possible, we will provide you with advance written notice of our changes to this Privacy Policy. We will not make retroactive changes that reduce your privacy rights unless we are legally required to do so. Your continued use of the Site after the Effective Date constitutes your acceptance of the amended Privacy Policy. The amended Privacy Policy supersedes all previous versions.

INFORMATION WE COLLECT

Types of Information

We collect various kinds of information that you provide to us as well as information we obtain from your use of the Site. Some of the types of information that we collect include: “Personal Information”—information associated with or used to identify or contact a specific person. Personal Information includes: (1) contact data (such as e-mail address, telephone number and employer); (2) demographic data (such as gender, date of birth and

zip code); (3) certain Usage Data (defined below), such as IP address; (4) educational institution; and (5) educational-related information (such as college major, grade point average, and school attendance).

Certain Personal Information, such as information about finances, is characterized as Sensitive and subject to stricter regulation than other personal information. Before providing it to use, we urge you to carefully consider whether to disclose your Sensitive Personal Information to us. If you do provide Sensitive Personal Information to us, you consent to its use and disclosure for the purposes and in the manner described in this Privacy Policy.

“Usage Data”—information about an individual's online activity that, by itself, does not identify the individual, such as [include all that apply]:

- technical information, including your browser type, service provider, IP address, operating system and webpages visited;
- information about what you've searched for and looked at while using the Site;
- metadata, which means information related to items you made available through the Site, such as the date, time or location that a shared photograph or video was taken or posted.

(Generally, we do not consider Usage Data as Personal Information because Usage Data by itself usually does not identify an individual. Personal Information and Usage Data may be linked together. Different types of Usage Information also may be linked together and, once linked, may identify an individual person. Some Usage Data may be Personal Information under applicable law.)

“Location Data” is a category of Personal Information collected about the location of a mobile device or computer, including:

- the location of the mobile device or computer used to access the Site derived from GPS or WiFi use;
- the IP address of the mobile device or computer or internet service used to access the Site,
- other information made available by a user or others that indicates the current or prior location of the user, such as information that you or others post indicating your location.

HOW WE COLLECT INFORMATION

Whether we collect certain types of information and how we process it depends on how you use and access the Site. Some information is collected automatically through use of cookies and similar data collection tools. We collect information about you in the following ways:

From You. We collect information from you when you:

- **Use the Site.** We collect Personal Information from you when you create an account in connection with resources available on the Site, contact us for help or information or otherwise voluntarily provide your Personal Information. We collect the information and content that you submit to us.
- **Connect with social media through the Site.** The Site may offer you the ability to use Facebook Connect or other social media services (collectively, “Social Media”) in conjunction with certain Site. When you access the Site through your Facebook or other Social Media account, the Site may, depending on your privacy settings, have access to information that you have provided to the Social Media platform. We may use this information for the purposes described in this Privacy Policy or at the time the information was collected. When you associate your social media account with your account and authorize us to have access to this information, you agree that we may collect, use and store the information provided by social media services as described in this Privacy Policy.
- **Participate in a sweepstakes or contest.** The Site may offer you the opportunity to participate in contests or sweepstakes. We may use the information we collect to administer the sweepstakes or contest or for other purposes as described in this Privacy Policy.
- **Complete a customer satisfaction or market research survey.** We may solicit your feedback via customer satisfaction or marketing surveys.
- **Make a purchase/complete a transaction.** We may collect information, including Personal Information when you purchase an item or complete a transaction on the Site.

From Our Business Partners and Service Providers. Third parties that assist us with our business operations also collect information (including Personal Information and Usage Data) about you through the Site and share it with us. For example, our vendors collect and share information with us to help us detect and prevent fraud. We may combine the information we collect from you with information from other sources and use the combined information as described in this Privacy Policy.

Usage Data. We also automatically collect Usage Data when you interact with the Site. From cookies and other data collection tools. We, along with the service providers that help us provide the Site, use small text files called “cookies”, which are small computer files sent to or accessed from your web browser or your computer's or tablet's hard drive that contain information about your computer, such as a user ID, user settings, browsing history and activities conducted while using the Site. Cookies are not themselves personally identifiable, but may be linked to Personal Information that you provide to us through your interaction with the Site. A cookie typically contains the name of the domain (internet location) from which the cookie originated, the “lifetime” of the cookie (i.e., when it expires) and a randomly generated unique number or similar identifier.

Cookies help us improve the Site by: tracking users' navigation habits and storing users' password, customizing users' experience with the Site; enabling us to analyze technical and navigational information about the Site; and helping to detect and prevent fraud. We also use other cookies and other data collection tools (such as web beacons and server logs), which we collectively refer to as "data collection tools," to help improve your experience with the Site. For example, data collection tools help us remember users and make the Site more relevant to them.

The Site also may use data collection tools to collect information from the device used to access the Site, such as operating system type, browser type, domain and other system settings, as well as the operating system used and the country and time zone in which the computer or device is located.

Web browsers allow some control of most cookies through the browser settings. To find out more about cookies, including how to manage and delete cookies, visit www.allaboutcookies.org. Some web browsers (including some mobile web browsers) provide settings that allow a user to reject cookies or to alert a user when a cookie is placed on the user's computer, tablet or mobile device. Most mobile devices also offer settings to reject mobile device identifiers. Although users are not required to accept cookies or mobile device identifiers, blocking or rejecting them may prevent access to some features available through the Site.

HOW WE USE YOUR INFORMATION

We may use the information we collect for any of the following purposes:

- to provide the Site to you;
- to operate, improve and personalize the products and services we offer, and to give each user a more consistent and personalized experience when interacting with us;
- for customer service, security, to detect fraud or illegal activities, or for archival and backup purposes in connection with the provision of the Site;
- to communicate with users via text, email and social media;
- to better understand how users access and use the Site, for the purposes of trying to improve the Site and to respond to user preferences, including language and location customization, personalized help and instructions, or other responses to users' usage of the Site;
- to help us develop our new products and services and improve our existing products and services;
- to provide users with advertising and direct marketing that is more relevant to you;
- to enforce our Terms of Use or other applicable policies; and
- to assess the effectiveness of and improve advertising and other marketing and promotional activities on or in connection with the Site.

Please note that, in order to provide you with a better experience and to improve the Site, information collected through the Site may, subject to user privacy controls (if available),

be used in an aggregated or individualized manner. For example, personal information collected during use of one of the services may be used to suggest particular content that can be made available to the user on another of the Site or be used to try to present more relevant advertising in another of the Site.

HOW WE SHARE AND DISCLOSE YOUR INFORMATION

We may share and disclose information as described at the time information is collected or as follows:

When you consent. We may share Personal Information with third parties if you have given us your consent to do so. We will only share Sensitive Personal Information when you have given us your opt-in consent.

To perform services. We may disclose Personal Information to third parties in order to perform services requested or functions initiated by users. In addition, we may disclose Personal Information in order to identify a user in connection with communications sent through the Site. We also may offer users the opportunity to share information with friends and other users through the Site.

With third party service providers performing services on our behalf. We share information, including Personal Information, with our service providers to perform the functions for which we engage them (such as hosting and data analyses). We may share information as needed to operate other related services.

For legal purposes. We also may share information that we collect from users, as needed, to enforce our rights, protect our property or protect the rights, property or safety of others, or as needed to support external auditing, compliance and corporate governance functions. We will disclose Personal Information as we deem necessary to respond to a subpoena, regulation, binding order of a data protection agency, legal process, governmental request or other legal or regulatory process. We may also share Personal Information as required to pursue available remedies or limit damages we may sustain.

In aggregated form. We may share Personal Information about you in an aggregated form—that is, in a statistical or summary form that does not include any personal identifiers—with third parties in order to discover and reveal trends about how users like you interact with our services.

During corporate changes. We may transfer information, including your Personal Information, in connection with a merger, sale, acquisition or other change of ownership or control by or of us or any affiliated company (in each case whether in whole or in part). When one of these events occurs, we will use reasonable efforts to notify users before your information is transferred or becomes subject to a different privacy policy.

INFORMATION STORAGE AND SECURITY

We retain information as long as it is necessary and relevant for our operations. We also retain Personal Information to comply with applicable law, prevent fraud, resolve disputes, troubleshoot problems, assist with any investigation, enforce our Terms of Use, and other actions permitted by law. After it is no longer necessary for us to retain information, we dispose of it according to our data retention and deletion policies.

We employ industry-standard security measures designed to protect the security of all information submitted through the Site. However, the security of information transmitted through the Internet can never be guaranteed. We are not responsible for any interception or interruption of any communications through the Internet or for changes to or losses of data. Users of the Site are responsible for maintaining the security of any password, user ID or other form of authentication involved in obtaining access to password protected or secure areas of any of our digital services. In order to protect you and your data, we may suspend your use of any of the Site, without notice, pending an investigation, if any breach of security is suspected. Access to and use of password protected and/or secure areas of any of the Site is restricted to authorized users only. Unauthorized access to such areas is prohibited and may lead to criminal prosecution.

YOUR RIGHTS

It is important to us that you are able to access and review the Personal Information we have about you and make corrections to it or delete it, as necessary. You can visit [your account] to manage and correct the information we have on file about you. If you have any questions about how to access your Personal Information, please reach out to us using our contact page on hbcuweek.org.

LINKS TO THIRD PARTY SITES

The Site may contain links to third-party websites and services (“Third Party Site”) with which we have no affiliation. A link to any Third Party Service does not mean that we endorse it or the quality or accuracy of information presented on it. If you decide to visit a Third Party Service, you are subject to its privacy policy and practices and not this Privacy Policy. We encourage you to carefully review the legal and privacy notices of all other digital services that you visit.

DISCLAIMER

The Site is not intended for use by children under 13. If you are under the age of 13, you may use the Site only with the consent of or under the supervision of your parent or legal guardian. Consistent with the requirements of the Children's Online Privacy Protection Act (COPPA), if we learn that we have received any information directly from a child under age 13 without first receiving his or her parent's verified consent, we will use that information only to respond directly to that child (or his or her parent or legal guardian) to inform the child that he or she cannot use the Site and subsequently we will delete that information.