

## PRIVACY POLICY

Last Updated: September 17, 2021

### OVERVIEW AND SCOPE

At My Kota Bear, Inc. (“MKB”), we take our privacy obligations seriously. This Privacy Policy describes how MKB collects and uses the personal information provided to it, either through our website, <https://www.mykotabear.com/>, or in person in connection with our services. We know you care about your information, and we want you to be fully informed about our practices. Please read this Privacy Policy before using our website, <https://www.mykotabear.com/>, or submitting any personal information to us. By using our website or submitting personal information, you consent to the information collection and use practices described herein. This Privacy Policy does not apply to your use of unaffiliated sites to which our websites may link.

### INFORMATION WE COLLECT

MKB may collect personally identifiable information from you through your interaction with our website. Personally identifiable information is information that may be used to personally identify or contact you and may include your name, home address, email address, telephone number, date of birth, demographic information, donor status and other information that we may need to collect in connection with your use of our website.

MKB’s software may also collect information from your computer through the following types of technology:

- **“Cookie” technology:** A cookie is an element of data that a website can send to your browser, which may then store it on your system to help enhance your experience in using the website and to provide technical information about your usage. If you wish to block, erase, or be warned of cookies, please refer to your browser instructions or help screen to learn about these functions. A user who rejects a cookie may still use our websites.
- **IP address tracking:** An IP address is a number that is assigned to your computer when you are on the Internet. When you request pages from our websites, our servers log your IP address.
- **Web beacons:** A web beacon, or “clear gif,” is a small graphic image on a webpage or web-based document that a website can use to determine information about a user.

### HOW WE USE THE PERSONAL INFORMATION WE COLLECT

Personally identifiable information that you provide MKB may be used by MKB in the following ways:

- to contact you about your use of our website or about our programs, services, activities or special events;
- to respond to your comments or requests;
- to request feedback and to enable us to develop and improve the website and our services;
- for marketing, promotional, informational and fundraising purposes; and

- for the specific purpose for which the information was provided.

For example, we may send email communications to our users, donors may receive electronic and/or physical communications recording a donation, and users and donors may occasionally receive information on our programs, services, products, fundraising campaigns, or special events. Please see “*Choices You Have Regarding The Use Of Your Information*” below regarding your options to avoid receiving such communications.

We will not sell, share, trade, or rent any personal information to others in ways different from what is disclosed in this Privacy Policy without first obtaining your authorization.

We may disclose personal information you provide to independent contractors, volunteers, agencies, service providers, and consultants who are engaged by or working with MKB and who need access to such information to carry out their programs or services. We may partner with other agencies or organizations to provide specific programs or services and will share information with them in order to facilitate their provision of such programs or services. We may also disclose personal information we have collected if we are required to do so by law or if in our good faith judgment, such action is reasonably necessary to comply with legal process, to respond to any claims, or to protect the rights of MKB, its constituents and the public.

Please note: our websites may contain links to other sites. Please be aware that MKB is not responsible for the privacy practices of such other sites. We encourage users of our website to be aware when they leave our website and to read the privacy statements of every website that collects personally identifiable information.

Similarly, if you entered our website through another website, MKB is not responsible for the privacy practices of that site, and you should review the privacy policy of the originating site before providing any personal information to that site. This Privacy Policy applies solely to information collected by MKB via one of our website.

Donations received online by MKB are processed by [XXXX], a third-party payment processor. [XXXX]'s privacy policy can be found at: [XXXX].

**Commented [1]:** I see that you have a donations link on your website. Who is the vendor that you use to process those donations and do they have a privacy policy in place that they can send you the link to?

## HOW WE PROTECT YOUR PERSONAL INFORMATION

Your trust in us is important, and we value your trust in providing us your personally identifiable information. While no website or electronic data can ever be completely secure, we strive to maintain physical, electronic, and procedural safeguards designed to help prevent unauthorized access to and improper use of your personally identifiable information.

We want you to feel confident in providing us your personally identifiable information, but we cannot guarantee the security of any information from or about you 100% of the time. Please refer to the U.S. Federal Trade Commission's website for information on how to protect yourself from identity theft.

## HOW YOU CORRECT AND UPDATE YOUR PERSONAL INFORMATION

If you wish to verify, correct, or delete any personal information, including deletion of your account, please contact us at [\[INSERT EMAIL FOR CONTACT PURPOSES\]](#) and we will endeavor to correct, update, or remove the personal data you have provided us as you indicate to the extent such information is not necessary to complete any services or transactions with us.

Commented [2]: To be updated with your email address for contact purposes.

### **CHOICES YOU HAVE REGARDING THE USE OF YOUR INFORMATION**

You may opt out of receiving communications from MKB, except to the extent such information is necessary to complete any services or transactions you have entered into, by emailing us at [\[INSERT EMAIL FOR CONTACT PURPOSES\]](#).

Commented [3]: To be updated with your email address for contact purposes.

If you have any questions about this Privacy Statement or how personal information collected on our websites is used, you can contact us at [\[INSERT EMAIL FOR CONTACT PURPOSES\]](#).

Commented [4]: To be updated with your email address for contact purposes.

### **LAW APPLICABLE TO THIS PRIVACY POLICY**

MKB is headquartered in the United States, and our website is intended for users in the United States. By viewing any content or otherwise accessing our website, you consent to the transfer of information to the United States to the extent applicable, and the collection, storage, and processing of information under United States laws.

### **HOW WE MAKE CHANGES TO OUR PRIVACY POLICY**

MKB reserves the right to change the provisions of this Privacy Policy at any time, but will alert you that changes have been made by indicating on the Privacy Policy the date it was last updated. We may also inform you of changes to our Privacy Policy by posting a notice on our websites and/or, if you have an account with us, sending you an email using the most recent email addresses you provided to us. Your use of our website following the posting of such changes or revised statement shall constitute your acceptance of any such changes.

We encourage you to review our Privacy Policy whenever you visit our website to make sure that you understand how any personal information you provide will be used.

### **HOW YOU CAN CONTACT US WITH QUESTIONS ABOUT OUR PRIVACY POLICY**

If there are any questions regarding this privacy policy, please contact us at [\[INSERT EMAIL FOR CONTACT PURPOSES\]](#).

Commented [5]: To be updated with your email address for contact purposes.