

PRIVACY NOTICE

OVERVIEW & PURPOSE:

The National Council of Young Men’s Christian Associations of the United States of America and its independent and autonomous member associations (“YMCA,” “we,” “our,” or “us”) is committed to respecting your privacy. This Privacy Notice describes how YMCA collects, uses, discloses, stores and otherwise processes information about individuals who visit our website, information provided by YMCA associations using YMCA hosting and information technology services, or any other sites, applications, or properties that link to this Privacy Notice.

We encourage you to read this Privacy Notice so that you understand our data practices and commitment to privacy.

YMCA also provides some services regulated by the Health Insurance Portability and Accountability Act (“HIPAA”) to HIPAA “covered entities,” such as when we receive patient information from providers about individuals referred to the YMCA Diabetes Prevention Program or the YMCA LIVESTrong Program. This HIPAA-regulated Protected Health Information (“PHI”) is not covered by the Consumer Health Data Privacy Notice.

INFORMATION WE COLLECT

YMCA collects information from you through your interactions with us. You provide some of this data directly, and we obtain some of it by collecting data when you use our services. The information we collect depends on the context of your interactions with YMCA and the choices you make, including your privacy settings and the activities you participate in. The collection of information may occur in person or on a website or mobile application operated, provided or otherwise controlled by YMCA. We may also obtain information about you from service providers and third parties.

Information You Provide

YMCA collects information about individuals in connection with many of our services. In some cases, you may provide information about yourself or your child directly to YMCA, but YMCA also collects information from third party sources. Examples of the information collected by YMCA includes your name, home address, e-mail address, telephone number, date of birth, demographic information, payment or billing information, allergy and food sensitivity information, sex-offender status, YMCA membership status, emergency contact

information, physician or insurance information, or any other information you choose to provide.

To illustrate, you may provide this information in connection with certain activities, such as:

- registering for, or participating in, events, classes, and other activities or programs offered by YMCA;
- registering for surveys, forums, content submissions, chats, bulletin boards, discussion groups, requests for suggestions, or other services or activities offered on our website;
- registering or participating in local or YMCA Nationwide Membership;
- providing payments and donations;
- communicating with YMCA via phone, online chats, e-mails, web forms, social media and other methods of communication;
- subscribing to YMCA marketing material; or
- when you interact with us for any other purpose.

We may collect location information when you agree to such collection on our Site or through your browser settings.

We may also collect your photograph, by capturing your image at a YMCA or scanning your personal identification card, for identifying you as a member, volunteer or program participant. We periodically takes pictures and video of YMCA members and persons participating in our programs to use for promotional purposes and programming materials including social media and the YMCA website.

Non-Personal Information

We may also collect information that is related to you but that does not personally identify you (“Non-personal Information”). Non-personal Information also includes information we have modified, such as by aggregating, anonymizing or de-identifying such information so that it no longer can identify you.

Automatically Collected Technical Information

YMCA (and other entities) may also automatically collect information relating to your interactions with use and our Site, which may include your Internet Protocol (“IP”) address, browser type, browser language and other information about your web browser, type of device (including mobile device) used to access our website, pages visited and other activities on the site, the date and time of your request, and other information we collect through the use of cookies and similar technology. Please see the “Digital Analytics &

Advertising” section of this privacy policy to learn more about the use of this information and the choices available to you.

Third Party Service Providers, Affiliates, and Partners

In order to provide our services and improve YMCA’s websites, we may obtain information from third parties. For instance, YMCA associations program and participant data, and other information from our third-party service providers, affiliates, and partners.

Publicly Available Information

YMCA may collect data that is publicly available. For instance, information you have submitted in a public channel (e.g., blog, forum, social network) may be read, collected, and used to enhance our services.

HOW WE USE INFORMATION

YMCA may use your information for any lawful purpose. To do this, we may combine Personal and Non-personal Information, collected online or offline, including information from third-party sources. For instance, we may use your information for the following purposes.

- Communications: We may use your information to respond to reviews, comments, or other feedback that you provide to us.
- Enhance Offerings: YMCA may use your information to help us enhance our service offerings, websites, mobile services, and advertising.
- Fraud Prevention, Legal Compliance, and Data Protection: YMCA may use your information to verify your identity and to prevent fraudulent activities, unauthorized access, or unauthorized disclosures from occurring. YMCA may also use your information to comply with the law and to protect the security and integrity of our websites, mobile services and organization.
- Industry Benchmarking: YMCA may use your information for industry benchmarking and data analysis consistent with our legitimate charitable purpose.
- Operations: YMCA may use your information to help us operate, maintain, and improve our business functions and requirements.
- Promotional Messaging: YMCA may use your information to recommend activities and services that might be of interest to you, to send you marketing and advertising messages such as newsletters, announcements or special offers or to notify you about our upcoming events.

- Research and Data Analytics: YMCA may use your information to better understand YMCA program participant behavior so that we may improve our services and programming initiatives and increase the impact of our services and programs.
- Consent: YMCA may use your information with your consent or as otherwise disclosed at the time information is collected.

We may use information that has been de-identified or aggregated without limitation.

HOW WE SHARE INFORMATION

YMCA will not sell, rent, or license your Personal Information including information provided about children, to third parties. We may disclose your information to YMCA associations, service providers, affiliates, partners, and third-party vendors that work with YMCA to help us provide a product or service to you. We may share the information we collect with other parties, including the following:

- With third-party service providers who process information on our behalf, such as payment processors, data hosting services, analytics providers, and email service providers, or with our legal and business advisors
- With affiliates and YMCA local chapters for grant reporting and to collaborate on programming initiatives, including tracking program participation;
- With Advertising Providers (as defined below) and other advertising partners who provide advertising and marketing services on our behalf;
- Pursuant to valid legal process including subpoenas, court orders, governmental inquiry, search warrants, or as otherwise authorized by law;
- in the event of an emergency that threatens an individual's life, health or security;
- to the extent permitted by applicable law in special cases in which we believe it is reasonably necessary to investigate, identify or take preventive measures or bring legal action against someone who may commit or cause harm, fraud, abuse or illegal conduct, such as a threat of harm to you or anyone else, interference with our rights or property or interference with U.S. homeland or national security or public safety anywhere in the world;
- As part of a corporate sale, merger, or acquisition, or other transfer of all or part of our assets, including as part of a bankruptcy proceeding; or
- With your consent or as otherwise disclosed at the time of data collection or sharing.

We may share information that has been de-identified or aggregated without limitation.

YMCA will retain information in identifiable form for as long as required to perform the purposes for which the data was collected, depending on the legal basis for which that data was obtained and/or whether additional legal or regulatory obligations mandate that we

retain the information. We may also retain information in identifiable form for the period during which a claim may be made in relation to our dealings with you. Once the retention period expires and if not otherwise required to retain the information by law, we will delete or de-identify personal information.

CHILDREN

YMCA recognizes the importance of protecting the privacy and safety of children. To provide the services we offer, we may need to collect Personal Information about children under the age of 13 in both online and offline contexts. YMCA may collect Personal Information about a child under the age of 13 from a parent or legal guardian that registers their child for a YMCA event, conference or activity. However, we do not knowingly collect information from children under the age of 13. If we learn that someone under 13 has provided Personal Information through one of our websites, we will use reasonable efforts to remove that information from our databases. If you are a parent and have questions regarding YMCA's data collection practices, please contact us at marketing@metroymcas.org or 973-758-9039.

DIGITAL ADVERTISING & ANALYTICS

We may partner with ad networks and other ad serving providers ("Advertising Providers") that serve ads on behalf of us and others on non-affiliated platforms. Some of those ads may be personalized, meaning that they are intended to be relevant to you based on information Advertising Providers collect about your use of the Site and other sites or apps over time, including information about relationships among different browsers and devices. This type of advertising is known as interest-based advertising.

You may visit the DAA Webchoices tool at www.aboutads.info to learn more about this type of advertising and how to opt out of this advertising on websites by companies participating in the DAA self-regulatory program. You can also exercise choices regarding interest-based advertising on your mobile device by downloading the appropriate version of the DAA's AppChoices tool at <https://youradchoices.com/appchoices>.

If you delete your cookies or use a different browser or mobile device, you may need to renew your opt-out choices exercised through the DAA Webchoices tool. Note that electing to opt out will not stop advertising from appearing in your browser or applications. It may make the ads you see less relevant to your interests.

We may also work with third parties that collect data about your use of the Site and other sites or apps over time for non-advertising purposes. YMCA uses Google Analytics and other third-party services to improve the performance of the Site and for analytics and marketing purposes. For more information about how Google Analytics collects and uses data when

you use our Site, visit www.google.com/policies/privacy/partners, and to opt out of Google Analytics, visit tools.google.com/dlpage/gaoptout.

Additionally, your browser may offer tools to limit the use of cookies or to delete cookies; however, if you use these tools, our Site may not function as intended.

THIRD PARTY LINKS & TOOLS

Our Site or services may link to third party websites, services and applications. We do not control the privacy practices of those websites, services, or applications, and they are not covered by this Privacy Notice. We urge you to read the privacy and security policies of any external websites before providing any information to learn about their data practices.

The Site also uses integrated social media tools or “plug-ins,” such as social networking tools offered by third parties. If you use these tools to share personal information or you otherwise interact with these features on the Site, those companies may collect information about you and may use and share such information in accordance with your account settings, including by sharing such information with the general public.

Your interactions with third-party companies and you use of their features are governed by the privacy policies of the companies that provide those features. We encourage you to carefully read the privacy policies of any accounts you create and use.

STATE PRIVACY RIGHTS

Specific U.S. states grant individuals certain rights under state privacy laws with respect to personal information we collect, including New Jersey. This section of the Privacy Notice contains disclosures required by law and explains rights that may be available to you.

Personal Information We Collect and Disclose

YMCA collects and discloses the following categories of personal information:

- Personal and online identifiers (such as first and last name, email address, or unique online identifiers)
- Recordkeeping information (such as credit card number, debit card number, or other financial information)
- Characteristics of legally protected classifications (such as race or gender)
- Commercial or transactions information (such as records of products or services purchased, obtained, or considered)
- Internet or other electronic network activity information (such as browsing history, search history, interactions with a website, email application, or advertisement)
- Geolocation information

- Health information (such as information about allergies, food sensitivities, or health conditions)
- Inferences drawn from the above information about your predicted characteristics and preference
- Other information about you that is linked to the personal information above
- Some of these categories of information may include sensitive information, including race, precise geolocation, and health information.

Our Purposes for Processing Personal Information

We use and disclose the personal information we collect for our commercial and business purposes, as further described above in the “How We Use Information” section of this Privacy Notice.

We may use and share de-identified information to the extent permitted by applicable law. When we use de-identified information, we maintain and use the information in de-identified form and do not attempt to re-identify it, except to check whether the de-identification processes satisfy the requirements of applicable law.

Recipients of Personal Information

We disclose the categories of personal information designated above to the categories of third parties listed in the “How We Share Information” section of this Privacy Notice for commercial and business purposes. We share non-sensitive personal information for targeted advertising purposes but do not otherwise engage in “sales” of personal information as defined by state laws. Specifically, we have disclosed the following categories of personal information to third-party business partners – such as Advertising Providers – for advertising and marketing purposes, including targeted advertising:

- Identifiers
- Internet or other similar network activity
- Geolocation information (excluding any information that may be considered sensitive under applicable state laws)
- Inferences drawn from other personal information (excluding any information that may be considered sensitive under applicable state laws)

Your Rights

You may be able to exercise the following rights regarding personal information, subject to certain exceptions and limitations:

- The right to confirm whether we are processing personal information about you

- The right to know the categories and specific pieces of personal information we collect, use, disclose, and sell about you; the categories of sources from which we collected personal information about you; our purposes for collecting or selling personal information about you; the categories of personal information about you that we have sold or disclosed for a business purposes; and the categories of third parties with which we have shared information
- Depending on your state law, the right to obtain a list of the specific third parties to which we have disclosed personal information
- The right to receive a portable and readily usable copy of the personal information we have collected about you, to the extent feasible
- The right to correct inaccuracies in the personal information we have collected about you
- The right to request that we delete the personal information we have collected about you
- The right to opt out of (i) the sharing or processing of personal information for targeted advertising or (ii) the sale of personal information. Please note that if you opt out of certain practices, we may be unable to provide you with some services.
- The right to withdraw consent for processing of sensitive personal information if you previously gave it
- The right not to receive discriminatory treatment for the exercise of the above privacy rights

To exercise any of the above rights, please contact us at marketing@metroymcas.org or 973-758-9039 and submit the required verifying information. Note that we may need to request additional information about you to verify your identity or understand the scope of your request. You will not be required to create an account with us to submit a request or have it fulfilled. We will require you to provide, at a minimum, basic contact information like your name and phone number.

Additionally, if you submitted a request that we have not reasonably fulfilled, you may contact us to appeal our decision by sending an email with the subject line “Appeal” to marketing@metroymcas.org or 973-758-9039

Authorized Agent

You may also designate an authorized agent to make requests on your behalf by designating such agent in writing or through a power of attorney. We will require the agent to provide us with proof that you have authorized the agent to make requests on your behalf prior to accepting requests from the agent.

YOUR CHOICES

Cookies

Some web browsers (including some mobile web browsers) provide settings that allow you to control or reject cookies or to alert you when a cookie is placed on your computer, tablet or mobile device. Although you are not required to accept cookies, if you block or reject them, you may not have access to all features available through our services. Please note that if you disable your web browser's cookies and other technologies, certain features of our website and services will be disabled and you will limit the functionality we can provide when you visit our site.

For choices with respect to third-party interest-based advertising activities, please see the "Digital Advertising & Analytics" section above.

E-mail Communications

We may send e-mails to communicate with you regarding the services that we provide to you. To opt out of our email marketing, you can use the link provided at the bottom of each marketing message. Please note that even if you unsubscribe from e-mail messages, we may still e-mail you about your account and your transactions on our websites.

UPDATING YOUR INFORMATION

You can update your personal information by:

- Emailing us at marketing@metroymcas.org,
- Calling us at 973-758-9039,
- Updating your YMCA account login online, or
- Mailing a written request to:

Metropolitan YMCA of the Oranges
ATTN: Marketing Department
304 Livingston Ave.
Livingston, NJ 07039

Please do not send Social Security numbers or other sensitive information to us via unencrypted email.

INTERNATIONAL CONSENT TO TRANSFER

YMCA websites are operated in the United States. If you are located outside of the United States, please be aware that any information you provide to us will be transferred to the United States. By using YMCA websites, participating in any YMCA services, and/or providing us with your information, you consent to this transfer.

CHANGES TO THIS PRIVACY NOTICE

YMCA may review and update this Privacy Notice from time to time to reflect changes in our privacy practices. YMCA will post a notice to its website to inform you of any changes to our Privacy Notice and indicate when it was most recently updated. We encourage you to visit this page periodically to learn of any updates.

MOBILE TERMS AND CONDITIONS

The YMCA may need to send you information in a timely manner via text, . By accepting our terms and conditions, you are agreeing to opt-in to receive texts from us.

Please note that we do occasionally use texting to quickly reach participants about possible closures or emergency information. If you choose to opt-out from receiving texts, this may slow down the notification process for you.

Cost to Participate - Although the YMCA's Mobile Programs are complimentary and require no purchase or fee for participation, message and data rates may apply. Check your mobile plan for more details. Subscribers will receive up to the specified number of alerts per program, each month.

Opting Out - To stop messages coming to your phone, you can opt out of the program via SMS. To opt out at any time, text STOP. You can also contact marketing@metroymcas.org or 973-758-9039 to opt-out.

If you do choose to opt-in to receive information from us, know that you can opt-out at any time. You should be aware, however, that it is not always possible to completely remove or modify information in our databases and servers. We will make reasonable efforts to do so upon your request, and please note that we are unable to have your information removed from the records of any third-party who has been provided with your information in accordance with this policy.

Find Your Carrier. YMCA's Mobile Program is compatible with Alltel, AT&T, Boost, Cellular South, Midwest Wireless, MetroPCS, nTelos, Sprint, Suncom, T-Mobile, Verizon Wireless, and Virgin Mobile. To participate, the recipient's phone needs to be text messaging-enabled. We try to make it so everyone can participate but depending on your carrier, plan, and phone we can't guarantee it will work for you.

Terms and Conditions - By participating in YMCA's Mobile Program, you are agreeing to the terms and conditions presented here.

HOW TO CONTACT US

If you have any questions about this Privacy Notice or the way in which your information has been used, please contact us by e-mail at YUSA.PrivacyOfficer@ymca.net or by postal mail at:

Metropolitan YMCA of the Oranges
ATTN: Marketing Department
304 Livingston Ave.
Livingston, NJ 07039
marketing@metroymcas.org
973-758-9039