

PLASTIC TIDES PRIVACY POLICY

Effective: March 5, 2021

Plastic Tides, Inc. ("Plastic Tides"), is non-profit organization committed to protecting your privacy and providing a safe online experience. This Privacy Policy applies to the website at <https://www.plastictides.org/> and any other web properties and mobile apps which are owned or operated by Plastic Tides (each individually a "Site" and collectively, the "Site(s)"). This Privacy Policy ("Privacy Policy" or "Policy") informs you of important information about how Plastic Tides ("we," "us" or "our") processes the Personal Information (as defined below) that we collect in online and offline formats, the privacy practices we undertake, the types of data we collect, how we use and secure that data, how long we retain that data, as well as how we protect children's privacy.

Please read this Policy carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, your choice is not to use our Site and engage with our organization.

By using our Site, you expressly give your consent for the collection and use of your Personal Information (defined below) in compliance with this Privacy Policy.

This Policy may change from time to time (see Updates to This Privacy Policy). Your continued use of this Site after we make changes is deemed to be acceptance of those changes, so please check the Policy periodically for updates.

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1. OVERVIEW

When we use the term, "Donor(s)," we mean those individuals or organizations that make financial contributions to our organization.

When we use the term, “**Participants(s)**,” we mean those individuals or organizations that engage in our organization through one or more of our non-profit programs or communities, including, but not limited to our Global Youth Mentor Program or our Rising Tide Community.

When we use the term, “**Personal Information**,” we mean information or data that directly or indirectly identifies, describes, relates to or is reasonably capable of being associated with or can reasonably link to a particular individual, person or household.

When we use the term “**Marketing Activities**” we mean our marketing and business development activities, including any social media properties we create, and newsletters and emails that we send.

2. INFORMATION WE COLLECT AND RECEIVE

We may collect the following categories of information, which may be considered Personal Information when maintained in an identifiable format:

- **Account registration information:** When you interact with Plastic Tides through one of our programs, we may collect your full name, social media identifiers (including but not limited to, Instagram handles, Twitter handles, and Facebook names), age, level of education, date of birth, email address, phone numbers, job title, employer, applicable professional and educational associations, and communication preferences physical address, and account log-in credentials, if applicable.
- **Content and information that you submit through the Sites:** Information submitted through the Sites may include, for example, the information you provide when you participate in any interactive features or when you contact us, or submit any information on the Site.
- **Technical product usage data, logs, metrics, metadata, and device information:** We automatically generate and retain records of how users interact with our Site. This may include information such as your Internet Protocol (“IP”) address, device identifiers, device information (such as OS type or browser type), cookie IDs, referring / exit pages and URLs, interaction information (such as clickstream data), domain names, pages viewed, crash data, and other similar technical data. We may use technologies such as cookies and/or scripts to collect this information. Please see [Cookies Notice](#) for further information.
- **Location information:** We may use the IP address received from your browser or mobile device to determine your approximate physical location, such as city and country.
- **Cellular Phone Numbers:** By providing a cellular telephone number to us, you expressly consent to, and authorize us or a third party on our behalf to deliver autodialed or prerecorded telemarketing calls and/or text messages to the number you provide. You are not required to consent to these calls as a condition to purchasing any goods or services, but withholding your consent may prevent us from providing certain services to you. This consent encompasses all

future autodialed or prerecorded telemarketing calls and text messages from us or a third party placing these calls on our behalf. You may revoke consent to receive text messages at any time by contacting us. See [How To Contact Us](#) below. We may also collect certain location information such as your mobile device's GPS signal, or information about nearby WiFi access points and cell towers.

- **Information collected from third party or public sources:** Plastic Tides may receive information from third-party sources, such as business partners, marketing service providers, third-party data aggregators, or publicly available sources, that we use to make our own information better or more useful.
- **Direct marketing.** In the future we may send out marketing communications (such as a newsletter) those interested in Plastic Tides' work, who do not opt-out of receiving such communications or to explain developments with our organization. We will only use your personal data for such direct marketing if you expressly give us consent to do so. You can always choose to stop receiving newsletters or other communications from us by clicking the "unsubscribe" link at the bottom of a marketing message. Please understand that if you choose not to receive promotional correspondence from us, we may still contact you in connection with your relationship, activities, transactions and/or communications with us.

We may collect your Personal Information through different means, when you:

- visit our Site, through automated data tracking technology;
- decide to interact with us, either by providing us your information through the "Get in Touch" page on our Site; when you make a donation; by email; regular mail; or telephone;
- become a Participant of one of our programs, including but not limited to the Global Youth Mentor Program, when you donate to Plastic Tides; and
- authorize third parties to provide us Personal Information.

It is up to you whether you want to provide us with information or authorize third parties to provide us with information. When we ask you to provide information, you can decline and still visit the Site to learn more about us and what we do. This Privacy Policy does not apply to any third-party sites that may link to or be accessible from our Site.

3. HOW WE USE YOUR INFORMATION

We only collect the information reasonably necessary to respond to inquiries about our organization, to enable you to become involved with our organization, to carry out our operations, as required by law, and for other legitimate business purposes, under applicable laws. Because the principal purpose of the collection your Personal Information is to offer you a safe, optimum, efficient and personalized experience, you agree and accept that we may use your Personal Information for the legitimate business purposes listed below:

- To inform you about our organization in which you have indicated an interest or to which you've become a Donor or a Participant of; and to respond to your questions and requests and improve our organization;
- To assist in business development and general marketing and building relationships; to create a list of actual and prospective volunteers, partners, donors and participants, and Participants and Donors; to compile statistics regarding how the Site is used in order to improve our organization;
- To record your name and contact information, and other Personal Information for legitimate business purposes;
- To authorize and manage access to the Site;
- To perform our contract with you if you become a Participant; satisfy contractual necessity to conduct our operations and to successfully provide you with the programs we offer; to contact you with information that may be of interest to you;
- To improve the Site to provide you with better services, for example, we may use your Personal Information to improve the layout of our Site based on the click path you utilized to access certain information within the Site; and
- To comply with legal obligations and professional responsibilities;
- To verify your identity or conduct internal audits or reviews; and
- To detect or prevent security incidents or other illegal activity; debug; verify or maintain quality or safety or improve or upgrade a service or device owned or controlled by us.

Additional Uses of Personal Information:

In addition to the uses described above, we may use your Personal Information for the following purposes if you become a Participant and/or Donor. Some of these uses may, under certain circumstances be based on your consent, may be necessary to fulfill our contractual commitments to you, or are necessary to serve our legitimate interests in the following business operations:

- Providing you with newsletters, articles, alerts and announcements, and other information that we believe may be of interest to you;
- Providing you with marketing information about our organization and;
- Conducting research, surveys, and similar inquiries to help us understand our Participants and/or Donors;
- Analyzing your interactions with us and our Site, and improving our organization, services, programs, and other offerings;
- Preventing, investigating, or providing notice of fraud, unlawful or criminal activity, or unauthorized access to or use of Personal Information, our Site or data systems; or to meet legal obligations; and
- Enforcing our Terms of Use and other agreements.

4. HOW WE SHARE AND DISCLOSE PERSONAL INFORMATION

We may disclose aggregated information that does not identify any individual (and therefore, is not deemed to be Personal Information) without restriction. We share Personal Information with the following categories of recipients:

Third-party Vendors: Your Personal Information will only be shared with and processed by our affiliates and non-affiliated third-party service providers as permitted by law and for the purposes described in this Privacy Policy. We may disclose Personal Information to certain non-affiliated specialized service

providers, including professional advisors, consultants, technical service providers, and other third parties, who are bound by contractual obligations to keep Personal Information confidential and use it only for the purposes for which we disclose it to them. We may disclose your Personal Information to third-party service providers to provide us with services such as Site hosting, including information technology and telephony services, and related infrastructure, customer service, e-mail delivery, auditing and other similar services.

We may share data with third-party payment processes who process your credit card and other payment information on our behalf, but who are otherwise not permitted to store, retain or use such information for any other purpose.

Corporate Affiliates: We may share your information with our corporate affiliates that are subject to this policy.

Third-Party Advertising: We share information with third parties that either display advertising on the Site or manage our advertising on other sites and applications.

With Your Consent or at Your Direction: We may share information for any other purposes disclosed to you at the time we collect the information or pursuant to your consent or direction.

Other Legal Reasons: In addition, we may use or disclose your Personal Information as we deem necessary or appropriate: (1) under applicable law; (2) to respond to requests from public and government authorities including public and government authorities; (3) to pursue available remedies or limit damages we may sustain; (5) to protect our operations or those of any of our affiliates; (6) to protect the rights, privacy, safety or property of Plastic Tides, our affiliates, you and others; and (7) to enforce our terms and conditions.

Plastic Tides keeps Personal Information on file, but does not sell your information to third parties unless required to do so by legal, judicial or governmental proceedings, or to provide the services requested.

5. CHILDREN'S PRIVACY

Plastic Tides is committed to providing a safe, secure, and fun online experience for children who visit our Site and participate in our programs. We are committed to complying with the Children's Online Privacy Protection Act (COPPA) and are dedicated to safeguarding any Personal Information collected online and to helping parents and children have positive experiences on our Site.

Plastic Tides welcomes children to learn more about our organization and, where appropriate, participate in our programs as Participants. We will never knowingly request Personal Information from anyone under the age of 13 without prior verifiable parental consent. With parental consent, we may collect Personal Information from children under the age of 13 such as: name, address, email address, social media identifiers (including but not limited to, Instagram handles, Twitter handles, and Facebook names), gender, age, and level of education. This information allows us to fulfill a requested transaction and facilitate participation in our programs, keep records, undertake certain marketing activities (only in accordance with applicable law and any required consents), or to otherwise customize or enhance the

Site experience for children. We encourage parents to check and monitor their children's use of email and other online activities regularly.

As a Participant, children under the age of 13 may be able to make certain content such as user generated content visible to others or the public. This could include, for example, a web or social media posts operated by children that have been designed for group or public viewing. However, absent parental consent, children under 13 will not be allowed to apply to become a Participant in our programs.

Regardless of what information is collected from children under the age of 13, parents can revoke their consent and ask that information about their children be deleted from the site by contacting our offices by phone at 1 (607)-319-3021 or via email at data@plasticides.org . To do this or to review Personal Information collected from children, we must verify the identity of the requesting parent. When a parent revokes consent, we will stop collecting, using, processing, or disclosing information from that child. To respect the privacy of parents, information collected and used for the sole purpose of obtaining verifiable parental consent or providing notice is not maintained in retrievable form by the Site if parental consent is not obtained after a reasonable time.

6. DATA SECURITY

We use reasonable organizational, technical and administrative measures to maintain the privacy and security of your Personal Information within our organization. Accordingly, we prevent unauthorized access by a secure firewall and use of security technologies to protect the integrity and privacy of any Personal Information you provide. Although we work hard to protect your Personal Information, we cannot guarantee the security of any information you transmit to us through online forms and applications, and you do so at your own risk. The Site is not designed to store sensitive Personal Information and you should not use the site for that purpose. Please note that email is considered a nonencrypted (and therefore nonsecure) form of communication, and it can be accessed and viewed by others without your knowledge and permission. For that reason, to protect your privacy, please do not use email to communicate information that you consider confidential. Unfortunately, no data transmission or storage system can be guaranteed to be secure at all times. If you have reason to believe that your interaction with us is no longer secure, please immediately notify us in accordance with the [How To Contact Us](#) section below. We will let you know promptly if a breach occurs that may have compromised the privacy or security of your information. We are not responsible for any outcome if you circumvent any privacy settings or security measures.

7. RETENTION OF PERSONAL INFORMATION

We will retain your Personal Information for the period necessary to fulfill the purposes outlined in this Privacy Policy and in order to allow you to engage in our organization. We will also retain your information to comply with our legal obligations, to conduct audits, resolve disputes, and enforce our agreements.

8. FINANCIAL INFORMATION

Our Participant programs are free and we will not process any payment information unless certain activities offered through our programs require payments to third parties for third party good or

services. In such events, we use third party payment processors, including but not limited to Eventbrite and PaddleGuru. In connection with the processing of such payments, we do not retain any personally identifiable information or any financial information such as credit card numbers. Rather, all such information is submitted directly to the payment processor.

For donations made to Plastic Tides by Donors, we use third party payment processors, including, but not limited to, Braintree, PayPal, GoFundMe, NetworkForGood, Stripe, and Facebook's payment processor to process online donations made to us. In connection with the processing of such donations, we do not retain any personally identifiable information or any financial information such as credit card numbers. Rather, all such information is submitted directly to the payment processor.

9. E-MAIL MARKETING

We may periodically send you relevant alerts and newsletters by e-mail. To help improve our Marketing Activities, we often receive a confirmation when you open an e-mail or click on a link included in one of these emails, if your computer supports such capabilities. Instructions on how to unsubscribe from these alerts and newsletters are included in each e-mail. Instructions on how to unsubscribe from relevant alerts and newsletters are included in each e-mail. See also the [Cookies Notice](#) below regarding our use of Pixel Tags.

10. YOUR PERSONAL INFORMATION CHOICES

You have choices in how your Personal Information is used and shared. You have the right to:

- Update, correct and/or delete your information;
- Choose whether you wish to receive promotional and newsletter communications;
- Choose whether you wish to restrict processing of your Personal Information;
- Withdraw your consent, if you have given your consent to collect and process your Personal Information; and
- Complain to a data protection authority about the collection and use of your Personal Information.

Participant/Donor Information: If you are a Participant and/or a Donor, you may update, correct, or delete your Personal Information at any time by emailing us at the email address provided in the section titled, [How To Contact Us](#). We will provide you with information about whether we hold, or process on behalf of a third party, any of your Personal Information. We will respond to your access request within 30 days.

Community Forums and Blogs: Our Site offers publicly accessible blogs or community forums. You should be aware that any information you provide in these areas may be read, collected, and used by others. To request removal of your Personal Information from our blog or testimonials, please contact us at the email address provided in the [How To Contact Us](#) section below. In some cases, we may not be able to remove your Personal Information, in which case we will let you know if we are unable to do so and why.

Certain Exceptions to Deletion Request Rights: You have the right to request that we delete any of your Personal Information that we collected from you and retained, subject to certain exceptions. Once we receive and confirm your verifiable request, we will delete (and direct our service providers to delete)

your Personal Information from our records, unless an exception applies. We may deny your deletion request if retaining the information is necessary for us or our service provider(s) to:

- Complete the contract for which we collected the Personal Information.
- Detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity, or prosecute those responsible for such activities.
- Exercise free speech, ensure the right of another online user to exercise their free speech rights, or exercise another right provided for by law.
- Comply with the California Electronic Communications Privacy Act (Cal. Penal Code § 1546 et. seq.).
- Engage in public or peer-reviewed scientific, historical, or statistical research in the public interest.
- Enable solely internal uses that are reasonably aligned with your expectations based on your relationship with us.
- Comply with a legal obligation.
- Make other internal and lawful uses of that information that are compatible with the context in which you provided it.

Exercising Access, Data Portability and Deletion Rights: To exercise the access, data portability, and deletion rights described above, please submit a verifiable request to us by emailing us at data@plasticides.org.

Verification of Your Identity: Only you, or someone legally authorized to act on your behalf, may make a verifiable request related to your Personal Information. You may also make a verifiable request on behalf of your minor child. You may make a verifiable request for access or data portability twice within a 12-month period. You must:

- Provide sufficient information that allows us to reasonably verify you are the person about whom we collected Personal Information or an authorized representative.
- Describe your request with sufficient detail that allows us to properly understand, evaluate, and respond to it.

We cannot respond to your request or provide you with Personal Information if we cannot verify your identity or authority to make the request and confirm the Personal Information relates to you.

11. WITHDRAWAL OF YOUR CONSENT.

Where you have provided consent to process Personal Information, you have the right to withdraw such consent at any time, without affecting the lawfulness of processing based on consent before its withdrawal. You may do this by contacting us as set forth in the [How To Contact Us](#) section below.

12. RESPONSE TIMING AND FORMAT.

We endeavor to respond to a verifiable request within thirty (30) days of its receipt. If we require more time (up to 60 days), we will inform you of the reason and extension period in writing. We will deliver our written response by mail or electronically, at your option.

Any disclosures we provide will only cover the 12-month period preceding the verifiable request's receipt. The response we provide will also explain the reasons we cannot comply with a request, if applicable.

We do not charge a fee to process or respond to your verifiable request unless it is excessive, repetitive, or manifestly unfounded. If we determine that the request warrants a fee, we will tell you why we made that decision and provide you with a cost estimate before completing your request.

13. COOKIES NOTICE

What are cookies and why are cookies used: A cookie is a piece of data that a website can send to your browser, which may then be stored on your computer as a tag that identifies your computer. While cookies are often only used to measure website usage (such as number of visitors and duration of visit) and effectiveness (such as topics visitors are most interested in) and to allow for ease of navigation or use and, as such, are not associated with any Personal Information, they are also used at times to personalize a known visitor's experience of a website by being associated with profile information or user preferences. Over time this information provides valuable insight to help improve the user experience.

How we use Cookies: We use cookies and related technologies ("**Cookies**") to run our Site, gather information when users navigate through the Sites to enhance and personalize the experience, to understand usage patterns, and to improve our Site, organization, and programs.

Cookies on our Sites are generally divided into the following categories:

- **Necessary Cookies.** These cookies are necessary to provide you with access to our Site and to use some of its features such as navigation and access to secure areas of the Site. Because these cookies are strictly necessary to fully access the Site, you cannot refuse them without impacting how our Site functions. These cookies do not collect identifying information about you, and they do not monitor or remember any of your internet browsing on sites other than our Site.
- **Helpful Cookies.** These cookies allow us to provide you with a better experience when you use our Site. These cookies do not collect identifying information about you, and they do not monitor or remember any of your internet browsing on sites other than our Site.
- **Analytics and Customization Cookies.** These cookies collect information that is used to help us understand how our Site is being used or how effective our marketing campaigns are, or to help us customize our Marketing Activities to enhance your experience. This data is anonymous and only used for statistical purposes, analytics cookies do not collect or share any personally identifiable information. These cookies qualify as "third-party" cookies as they are not sent directly by us.
- **Pixel Tags:** Pages of our Sites and our emails may contain small electronic files known as pixel tags (also referred to as clear gifs, web beacons, and single-pixel gifs) that permit Plastic Tides, for example, to count users who have visited those pages (or opened an email) and for other related website statistics (for example, recording the popularity of certain website content and verifying system and server integrity). Pixel Tags have a similar function as Cookies. However, Pixel Tags differ from Cookies in that they are embedded directly on Web Pages or in HTML-based emails, instead of being stored on a user's local storage drive. Plastic Tides may utilize Pixel Tags in our email marketing activities to allow us to track which emails have been

opened by recipients, and through that, understand the efficacy of our email marketing activities.

- **Targeting Cookies.** These record your visit to our Site, the pages you have visited and the links you have followed to recognize you as a previous visitor and to track your activity on the Site and other sites you visit. These Cookies qualify as persistent cookies, because they remain on your device for us to use during a next visit to our Site. You can delete these cookies via your browser settings. See below for further details on how you can control third-party targeting cookies.
- **Google Analytics.** This Site uses Google Analytics. Google Analytics uses cookies to help us to analyze how users use the Site. It counts the number of visitors and tells us things about their behavior in the aggregate – for example, we can see which user guides are most popular or see how many people visit our Sandbox. Google Analytics does not associate your IP address with any other data held by Google. You may see how Google uses data when you use this Site at www.google.com/policies/privacy/partners.

How to Control Cookies: You can review your Internet browser settings, typically under the sections "Help" or "Internet Options," to exercise choices you have for certain Cookies. If you choose to block all cookies, you may not have access to our Site, our Site will not function as intended. If you have blocked all cookies and wish to make full use of the features we offer, we recommend enabling at least first-party cookies. Rather than blocking all cookies, you can choose to block only third-party cookies. This will allow our Site to function as intended. To learn more about the use of Cookies by Google for analytics see <https://policies.google.com/technologies/cookies>. To exercise choice regarding those Cookies, please see the Google Analytics Opt-out Browser Add-on at <https://tools.google.com/dlpage/gaoptout>. The opt-outs described above are device- and browser-specific and may not work on all devices.

14. RESIDENTS OF THE EUROPEAN ECONOMIC AREA, UNITED KINGDOM, AND SWITZERLAND

Your Personal Information will be treated in a secure and confidential manner in compliance with all applicable laws and regulations, including the European General Data Protection Regulation ("GDPR"). Depending on the context in which Personal Information is provided, Plastic Tides may be a data processor ("processor") or a data controller ("controller") of your Personal Information. The Data Subject owns the data submitted to the Site. If the Participant and/or Donor requests that Company remove the Personal Information, we will respond to the request within 30 days. If we require more time (up to 60 days), we will inform you of the reason and extension period in writing.

In addition, please check the following sections of this Privacy Policy: *TYPES OF PERSONAL INFORMATION WE COLLECT, HOW AND WHY WE USE YOUR INFORMATION, and HOW WE SHARE AND DISCLOSE PERSONAL INFORMATION, YOUR PERSONAL INFORMATION CHOICES, WITHDRAWAL OF YOUR CONSENT.*

If you have any questions or concerns regarding this Privacy Policy or our privacy practices, including the processing of your Personal Information, if you would like to exercise your data rights under applicable laws, or if you believe your privacy rights have been violated, please contact us as provided in the [How To Contact Us](#) section below.

15. LINKS TO OTHER SITES

Occasionally we may provide links to other sites for your convenience and information. These sites operate independently from our Site and are not under our control. These sites may have their own privacy notices or terms of use, which you should review if you visit any sites linked through our Site. We are not responsible for the content or use of these unrelated sites.

16. UPDATES TO THIS PRIVACY POLICY

We may change this Privacy Policy from time to time, and at our sole discretion. We encourage visitors to frequently check this page for any changes to this Privacy Policy.

17. HOW TO CONTACT US

If you have any queries, questions or concerns about this Privacy Policy or our Personal Information handling practices, please contact us as provided below.

- 1 (607) 319-3021
- Email us at data@plastictides.org
- Write to us at 206A Dryden Rd #11, Ithaca, NY 14850 USA
- Visit us at <https://www.plastictides.org/get-in-touch/>