

PRIVACY POLICY

Last Updated: November 28, 2022

We at Stand Beside Them, Inc. (“Stand Beside Them,” “SBT,” “we,” “us,” or “our”) have created this privacy policy (this “Privacy Policy”) because we know that you care about how information you provide to us is used and shared. This Privacy Policy relates to the information collection and use practices of Stand Beside Them in connection with our website located at <https://www.standbesidethem.org/> (the “Site”), and our services that are made available through the Site (the “Services”).

By visiting our Site, and/or accessing and/or using our Services, you are agreeing to the terms of this Privacy Policy and the accompanying Terms of Use.

Capitalized terms not defined in this Privacy Policy shall have the meaning set forth in our Terms of Use.

The Information We Collect and/or Receive

In the course of operating the Site, providing the Services, and/or interacting with you, Stand Beside Them will collect (and/or receive) the following types of information.

1. Contact Information

When you contact us through the “Contact Us” page, sign up to receive our newsletter, or make a donation through the Site, you will be asked to provide certain information, which may include name, and e-mail address (“Contact Information”). The Contact Information is used to provide the requested service or information and to contact you for purposes of direct marketing of our current and future services.

2. Registration Information

If you would like to register for our coaching program or join our team as a coach, you will have to complete the registration form provided on the Site. During the registration process, you will be required to provide information, including but not limited to, name, email address, phone number, gender, date of birth, and address (collectively, the “Registration Information”). The Registration Information is used to provide the requested service or information and to contact you for purposes of the coaching program.

3. Billing Information

In order to make a donation, you will be required to provide certain additional information which may include a credit card number, expiration date, billing zip code, activation code, bank information, and similar information (“Billing Information”). Such Billing Information will be

collected and processed by our Third Party Payment Processor pursuant to the terms and conditions of their privacy policies and terms of use. Stand Beside Them does not directly obtain or process any Billing Information.

4. Other Information

In addition to the Contact Information, and the Registration Information, we may collect or receive the following information:

- **From Your Activity.** In an ongoing effort to improve the Site, and the Services, we automatically collect certain information when you visit the Site, and/or access and/or use our Services. This information consists of IP addresses, browser type and language, referring and exit pages and URLs, date and time, amount of time spent on particular pages, what sections of the Site you visit, and similar information concerning your use of the Site, and the Services (“Activity Information”).
- **From Cookies.** We also collect Activity Information by using “cookie” technology. Cookies are small packets of data that a website stores on the hard drive of your computer or mobile device to “remember” information about your visit. We may use session cookies (which expire once you close your web browser) and persistent cookies (which stay on your computer/device until you delete them). If you do not want us to place a cookie on your hard drive, you may be able to turn that feature off on your computer or mobile device. Please consult your Internet browser’s documentation for information on how to do this and how to delete persistent cookies. However, if you decide not to accept cookies from us, the Site, and the Services may not function properly.
- **Third-Party Analytics.** We may use one or more third-party analytics services (such as Google Analytics) to evaluate your use of the Site, and the Services, compile reports on activity (based on their collection of IP addresses, Internet service provider, browser type, operating system and language, referring and exit pages and URLs, data and time, amount of time spent on particular pages, what sections of the Site you visit, number of links clicked while on the Site, search terms and other similar usage data), and analyze performance metrics. These third parties use cookies and other technologies to help analyze and provide us the data. By accessing and using the Site, and/or the Services, you consent to the processing of data about you by these analytics providers in the manner and for the purposes set out in this Privacy Policy. For more information on these third parties, including how to opt out from certain data collection, please visit the sites below. Please be advised that if you opt out of any service, you may not be able to use the full functionality of the Site, or the Services.

For Google Analytics, please visit: <https://www.google.com/analytics>.

How We Use and Share Your Information

You authorize us to use the Contact Information, Registration Information, and Other Information (collectively, the "Information") to provide our Site and Services to you, solicit your feedback, inform you about our products and services and those of our third-party marketing partners, and to improve the Site, and the Services. Also, we may use and share the Information as described below.

- *Agents, Providers and Related Third Parties.* We may engage other companies and individuals to perform certain business-related functions on our behalf. Examples may include providing technical assistance, order fulfillment, customer service, and marketing assistance. These other companies will have access to the Information only as necessary to perform their functions and to the extent permitted by law. We may also share your Information with any of our parent companies, subsidiaries, or other companies under common control with us.
- *Aggregated Information.* In an ongoing effort to better understand users of the Site and our Services, we may analyze the Information in aggregate form in order to operate, maintain, manage, and improve the Site and our Services. This aggregate information does not identify you personally. We may use this aggregate information for marketing purposes. We may share this aggregate information with our affiliates, agents, business and business partners, and other third parties. We may also disclose aggregated user statistics in order to describe the Site and our Services to current and prospective business partners and to other third parties for other lawful purposes.
- *Business Transfers.* As we develop our businesses, we might sell or buy businesses or assets. In the event of a corporate sale, merger, reorganization, sale of assets, dissolution, or similar event, the Information may be part of the transferred assets.
- *Legal Requirements.* To the extent permitted by law, we may also disclose the Information: (i) when required by law, court order, or other government or law enforcement authority or regulatory agency; or (ii) whenever we believe that disclosing such Information is necessary or advisable, for example, to protect the rights, property, or safety of Stand Beside Them or others.

Accessing and Modifying Personal Information and Communication Preferences

If you have signed up to access and use our Services, you may access, review, and make changes to your personal information by following the instructions found on the Site and/or the Services. In addition, you may manage your receipt of marketing and non-transactional communications by clicking on the "unsubscribe" link located on the bottom of any Stand Beside Them marketing email. You cannot opt out of receiving transactional e-mails related to their account. We will use commercially reasonable efforts to process such requests in a timely manner. You should be aware, however, that it is not always possible to completely remove or modify information in our subscription databases.

How We Protect Your Information

Stand Beside Them takes commercially reasonable security measures to protect your Information from loss, misuse, and unauthorized access, disclosure, alteration, and destruction, taking into account the risks involved in processing and the nature of such data, and in compliance with applicable laws and regulations. You should keep in mind, however, that no Internet transmission is 100% secure or error-free. In particular, e-mail sent to or from the Site, and/or the Services may not be secure, and you should therefore take special care in deciding what information you send to us via e-mail or other electronic means.

Links to External Sites

The Site and the Services may, from time to time, contain links to External Sites. Stand Beside Them encourages you to review the privacy and security policies of any externally linked websites that may be accessed through the Site or the Services. Stand Beside Them assumes no responsibility or liability for the information collection and disclosure practices of any External Sites that a user can access through the Site or the Services. Please check the privacy policies of these External Sites before you submit any personal information to them.

Important Notice to All Non-U.S. Residents

Our servers are located in the United States. Please be aware that your Information, including your personal information, may be transferred to, processed, maintained, and used on computers, servers, and systems located outside of your state, province, country, or other governmental jurisdiction where the privacy laws may not be as protective as those in your jurisdiction. If you are located outside the United States and choose to use Site, or the Services, you do so at your own risk.

DO NOT TRACK

Stand Beside Them does not monitor, recognize or honor any opt-out or do not track mechanisms including general web browser, “Do Not Track” settings and/or signals.

Nevada Privacy Rights

If you are a resident of Nevada, you have the right to opt-out of the sale of certain personal information to third parties who intend to license or sell that personal information. You can exercise this right by contacting us at info@standbesidethem.org with the subject line “Nevada Do Not Sell Request” and providing us with your name and the email address associated with your account. Please note that we do not currently sell your personal information as sales are defined in Nevada Revised Statutes Chapter 603A.

Children

Stand Beside Them does not knowingly collect or receive personal information from children under the age of 13 through the Site, and/or the Services. If you are under the age of 13, please do

not provide any personal information through the Site, and/or the Services. We encourage parents and legal guardians to monitor their children's Internet usage and to help enforce this Privacy Policy by instructing their children to never provide any personal information on the Site, the Services, or any other web site without their permission. If you have reason to believe that a child under the age of 13 has provided personal information to Stand Beside Them through the Site, and/or the Services, please contact us at info@standbesidethem.org and we will endeavor to delete that information from our databases.

Changes to this Privacy Policy

This Privacy Policy is effective as of the date stated at the top of this Privacy Policy. We may change this Privacy Policy from time to time, and will post any changes on the Site, or the Services as soon as they go into effect. By visiting the Site, and/or accessing and/or using the Services after we make any such changes to this Privacy Policy, you are deemed to have accepted such changes. Please refer back to this Privacy Policy on a regular basis.

Contact Us

If you have any questions about this Privacy Policy or to report a privacy issue, please contact us in one of the following ways:

Email: info@standbesidethem.org

Telephone: [888-315-3224](tel:888-315-3224)

Or write to us at:

Stand Beside Them
19243 Fisher Island Drive
Miami Beach Florida 33109