



## **Urban Resource Institute Privacy Policy**

### **General Policy:**

Personal information (PI) is any information that you provide to Urban Resource Institute (URI) when you use or visit our website (Site). PI may include your name, mailing address, email address, telephone number, social media credentials, and technical data.

We pledge to be transparent about the PI we collect, monitor, and use and to keep it private between you and URI except as stated here:

- When you register on our website, including for email and newsletter updates, we may collect your name, address, email, phone, and demographic information.
- When you make a donation, we may collect your name, address, email, phone, donation amount and date, your organization or company, and the specific development campaign or area to which you dedicated the donation.
- When you sign a petition, we may collect your name, address, email, phone, New York State Assembly and Senate districts, and Congressional district.
- When you engage in any communications with URI via our website, we may collect your name, address, email, phone, preferred method of contact, and nature of inquiry.
- When you apply for any job or volunteer position using our website, we may collect your name, resume information, contact information, authorization to work in the USA, and your consent to a background check.

If an abuser has access to your computer, he or she may be able to read your email, both incoming and outgoing, and identify your visit to the Site.

### **Technical Information - Cookies, pixel tabs, and similar tools:**

As is standard practice on many websites, we may place and access cookies, web beacons, Flash cookies, and other technologies on your computer. Third parties, such as ad networks, advertising agencies, advertisers, and audience segment providers, may also set and access cookies, web beacons, Flash cookies, and other technologies on your computer when you visit the Site.

Cookies are small amounts of information stored in files within your computer's browser. Web sites can access only the cookies that they have stored on your computer. For example, if Acme advertiser stores a cookie on your browser, Acme may access its own cookie but not that of another company.

Cookies are useful to us for the following purposes:

- To help us recognize your browser as a previous visitor and save and remember any preferences that may have been set while your browser was visiting the Site;
- To help us customize the content you see when you visit the Site;
- To help measure and research the effectiveness of our interactive online content, features, advertisements, and other communications; and
- To track Site analytics and use, and to improve Site services.

We may use web beacons (also called transparent GIFs, web bugs, pixel tags, or action tags). These technologies are strings of code that deliver a tiny graphic image on a web page or in an email. Web beacons can recognize certain types of information on your computer such as cookies, the time and date a page is viewed, and a description of the page on which the web beacon is placed. In general, any file served as part of a web page can act as a web beacon. Web beacons are useful for various tracking purposes, like determining whether you are logged into the Site and whether you are connected to a third-party service.

Third parties also may use web beacons on the URI website to receive auditing, research, and reporting information, or to understand your interests and select and deliver to you advertisements that are tailored to your interests. Some of the URI website's third-party partners may use Flash cookies, otherwise known as locally shared objects (LSOs), to track user behaviors in various ways. LSOs keep collections of cookie-like data stored in a directory on a user's computer, and are installed through Adobe's Flash video player.

Pixel tags are typically single pixel, transparent GIF images that are added to a web page and served just like any other image you may see online. The web page is served from the site's domain while the image is served from the ad server's domain. This allows the ad server to read and record the cookie with the unique ID and the extended information it needs to record.

Additional items we may collect include:

- Details of how you use the Site, i.e., the pages you visit, what website referred you, the individual whose fundraising page registered your contribution (if applicable) and how you entered the Site (e.g., through a search, Google AdWords™, social media, etc.).
- Your Internet protocol address (IP Address) and, if you access the Site from a mobile device, your unique mobile device ID number and non-email authentication.

- Browser and device information and information collected through cookies, pixel tags and other similar technologies.

### **Sharing your Personal Information with third parties**

We may share your PI with our web designers, web developers, technical support service providers, database and site administrators, cloud computing services, data analysts and partner organizations with which we collaborate for fundraising activities or events.

In the case of petitions, we may share your PI with government.

We may disclose your PI to investigators, prosecutors, or others engaged in lawful investigations when we believe in good faith that disclosure is required in order to

- Comply with a court order, subpoena, or other legal process;
- Help prevent misuse of the URI website;
- Protect the rights, reputation, or property of URI or its affiliates;
- Prevent harm to you or to the public

### **Policy regarding Children**

URI does not solicit nor does it knowingly collect PI from children under the age of eighteen (18) years. If you believe that URI has unknowingly collected any PI from someone under the age of eighteen (18) years, please contact us immediately at [communications@uriny.org](mailto:communications@uriny.org) and the information will be deleted.

### **Security**

We do not store your credit card or other financial information submitted through the website or by our third-party processor, STRIPE, by mail or by any other means, once donations are processed, although we do keep track of the amount of your donation.

All information you provide to URI via the donation form, including your credit card information, is transmitted to our processor using SSL (Secure Socket Layer) encryption. SSL is a coding system that lets your browser automatically encrypt or scramble data before you send it. We protect your registration information by limiting the number of employees that can access it. While we strive to protect the confidentiality and security of your information, no data transmission over the Internet is 100% secure and we cannot guarantee or warrant that such information will be secure from unauthorized individuals.

### **How you can modify your PI or unsubscribe**

If you would like to modify your PI or to unsubscribe from our email list or other communications or opt out of having your information shared with third parties, please send an email to [communications@uriny.org](mailto:communications@uriny.org) with “Opt Out” or “Modify PI” in the subject line. In the body of the email, please provide your full name, contact information, and details about your request. We may contact you to ensure that your request is satisfied.