

## Privacy Policy

Adopted July 21, 2015

**This Site** ([www.hudsonlink.org](http://www.hudsonlink.org)) is offered by **Hudson Link for Higher Education in Prison, Inc.** (hereafter Hudson Link, “we”, “us” or “our”). Hudson Link is committed to respecting the privacy of our donors.

**Awareness:** Hudson Link provides this Privacy Policy to inform you of the way your information is collected on the Site and used, and shared with third parties. We also provide you with the opportunity to remove your name from our mailing list, and request the deletion of your data, if you desire to do so.

**Information Collected:** Here are the types of donor information that are collected on the site:

- **Contact Information:** On the website we collect full name, address, email address and phone number; from donors through other sources (i.e. U.S. Mail, phone, etc.) we collect the same;
- **Payment Information:** Donations made through our website are processed by our nonprofit partner, Network for Good, a Better Business Bureau Wise Giving Alliance; an accredited industry leader in processing online donations. Network for Good, in technical terms, is a “donor advised fund,” a 501(c) (3) organization that collects contributions from donors and distributes such contributions to 501 (c) (3) organizations in good standing with the IRS; organizations recommended by you, the donor.
- Donations can be made using Visa, MasterCard and American Express credit cards;
- Network for Good uses industry leading Secure Sockets Layer (SSL) technology to keep your personal information as secure as possible. Network for Good helps to protect your information by working with partners that provide a secure and safe environment for credit card donations.
- Network for Good will protect against the loss, misuse and alteration of the information under its control. All information is stored in a secure database. You can read their privacy policy here: <http://www1.networkforgood.org/privacy>
- Your request to receive periodic updates: (e.g., to individuals who request it): we will send periodic mailings (electronic and conventional) related to specific fund-raising appeals and newsletters.
- Whenever you visit or interact with the Site, we, as well as any third-party advertisers and/or service providers, may use a variety of technologies that automatically or passively collect information about how the Site is accessed and used (“Usage Information”). Usage Information may include, in part, browser type, operating system, the page served, the time, and the preceding page views. This statistical data provides us with information about the use of the Site, such as how many visitors visit a specific page on the Site, how long they stay on that page, and which

hyperlinks, if any, they “click” on. This information helps us keep our Site fresh and interesting to our visitors and tailor content to a visitor’s interests.

- As you navigate through and interact with our Site, we may also automatically collect certain information about your device, browsing actions and patterns, including details of your visits to our Site, including traffic data, location data, logs and other communication data and the resources that you access and use on the Site; information about your computer and internet connection, including your IP address, operating system and browser type; and other information obtained through third party analytics tools, such as Google Analytics. Google has created a tool to opt out of Google Analytics. Some browsers have a “Do Not Track” feature that lets you tell Sites that you do not want to have your online activities tracked. These features are not yet uniform, so note that our systems are not configured to recognize Do Not Track headers or signals from some or all browsers.

**How Information is Used:** Hudson Link uses your information to understand your needs and provide you with better service. Specifically, we use your information to help you complete a transaction, communicate back to you, and update you on organization happenings. Credit card numbers are used only for donation or payment processing. We use the comments you offer to provide you with information requested, and we take seriously each recommendation as to how we might improve communication.

**Sharing of Information:** Hudson Link will not sell, rent, or lease your personal information to other organizations. Use of donor information will be limited to the internal purposes of Hudson link and only to further the organizational activities and purposes of Hudson Link. Except as provided in this Privacy Policy, we will not provide any of your personal information to any third parties without your consent. We may share non-personal information, such as aggregate user statistics, demographic and Usage Information with third parties. We may also share your information as disclosed at the time you provide your information, as set forth in this Privacy Policy and in the following circumstances:

- **Third Parties.** In order to carry out your requests, to make various features, services and materials available to you through the Site, and to respond to your inquiries, we may share your personal information with third parties that perform functions on our behalf such as companies or individuals that host or operate our Site; analyze data; provide customer service; process payments, or other third parties that participate in or administer our promotions.
- **Business Transfers.** Your Personal Information may also be used by us or be shared with our affiliates for internal reasons, primarily for business and operational purposes. If another entity acquires us or all or substantially all of our assets, or assets related to the Site, personal information, Usage Information, and any other information that we have collected about the users of the Site may be disclosed to such entity as part of the due diligence process and will be transferred to such entity as one of the transferred assets. Also, if any bankruptcy or reorganization proceeding is brought by or against us, all such information may be considered an asset of ours and as such may be sold or transferred to third parties.
- **Legal Disclosure.** We may transfer and disclose information, including your personal information or Usage Information to third parties to comply with a legal obligation;

when we believe in good faith that the law requires it; at the request of governmental authorities conducting an investigation; to respond to an emergency; or otherwise to protect the rights, property, safety, or security of third parties, visitors to our Site or the public.

**Choice & Removing Your Name From Our Mailing List:** It is not our desire to send unwanted mail to our donors. Please contact us if you wish to be removed from our mailing list or if you would like your information to be deleted.

***Contact Information:***

***Hudson Link P.O. Box 862, Ossining, N.Y. 10562  
(914) 941-0794  
djacob@hudsonlink.org***

**Children:** The Site is not directed to children under the age of 13. We do not knowingly collect personal information from anyone under 13 years of age. If we determine upon collection that a user is under this age, we will not use or maintain his/her personal information without the parent/guardian's consent.

**Security:** We use certain reasonable security measures to help protect your personal information. However, no electronic data transmission or storage of information can be guaranteed to be 100% secure. Please note that we cannot ensure or warrant the security of any information you transmit to us, and you use the Site and provide us with your information at your own risk.