

# Privacy Policy

Last Updated: June 27, 2024

This Privacy Policy explains how information about you is collected, used and disclosed by Vote Mama and its affiliates (the “PAC”) with respect to your use of the website located at [www.votemamapac.org](http://www.votemamapac.org) and all of its associated entities (connected webpages, mobile sites, and other online services) (the “Site”).

We may change this Privacy Policy from time to time. If we make changes, we will notify you by revising the date at the top of the policy and, in some cases, we may provide you with additional notice (such as adding a statement to our homepage or sending you an email notification). We encourage you to review the Privacy Policy whenever you access the Site to stay informed about our information practices and the ways you can help protect your privacy.

## Collection of Information

“Personal information” is the information that identifies you as an individual or relates to an identifiable individual and may include: name, email address, postal address, phone/mobile phone number, profile picture, social media ID, and similar contact information and credit card or other payment information.

## Information You Provide to Us

We collect information you provide directly to us. For example, we collect information if you fill out a form, make a donation, send us an email, sign up for an event, sign up to receive updates or SMS alerts, request information, or otherwise communicate with us or through our platform. The types of information we collect may include your name, contact information (including email address, postal address, phone number, etc.), payment information, and other information you choose to provide.

In addition, campaign finance law requires us to collect certain personal information from donors. For example, the FEC requires us to collect (and disclose) the name, mailing address, occupation, and employer of all individuals whose donations exceed \$200 per calendar year. Other information may be required under state or local campaign finance law.

## Information We Collect Automatically When You Use the Site

When you access or use our Site, we automatically collect information about you, including:

- **Log Information:** We log information about your use of the Site, including the type of browser you use, access times, pages viewed, your IP address and the page you visited before navigating to our Site.
- **Device Information:** We may collect information about the computer or mobile device you use to access our Site, including the hardware model, operating system and version, device identifiers and mobile network information.

### **Information Collected by Cookies and Other Tracking Technologies**

We use various technologies to collect information, and this may include sending cookies to your computer or mobile device. Cookies are small data files stored on your hard drive or in device memory that helps us to improve our Site and your experience, see which areas and features of our Site are popular and count visits. We may also collect information using web beacons (also known as “tracking pixels” or “clear GIFs”). Web beacons are electronic images that may be used in our Site or emails and help deliver cookies, count visits, understand usage and PAC effectiveness and determine whether an email has been opened and acted upon. For more information about cookies, and how to disable them, please see “Your Choices” below.

### **Information We Collect From Other Sources**

We may also obtain information from other sources and combine that with information we collect through our Site. For example, if you interact with the Site through a third-party website, we may obtain certain information about you from the third party that operates that website. In addition, if you make a donation to ActBlue or Giving Circles for our benefit (such as via the link on the Site), we will obtain certain information about you from ActBlue or Giving Circles.

We may also use third-party services such as Google Analytics. This helps us understand traffic patterns and know if there are problems with our Site. We may also use embedded images in emails to track open rates for our mailings, so that we can tell which mailings appeal most to PAC supporters.

### **Use of Information**

We may use information about you for various purposes, including to:

- Provide, maintain, and improve our Site,
- Send you technical notices, updates, security alerts, and support and administrative messages;
- Provide and deliver the information you request, process donations and transactions and send you related information, including confirmations;
- Respond to your emails, submissions, comments, questions, and requests, provide customer service, request feedback, and otherwise contact you about your use of the Site;
- Send you newsletters and otherwise provide you with information or services you request or that we think will be of interest to you, such as sending you information to keep you informed about various issues, events, resources, promotions, contests, products and services;
- Contact you if other information is necessary under state and federal laws; and
- Carry out any other purpose for which the information was collected according to the above purposes.

We may at times use aggregated and/or anonymized information that does not directly identify you for the following purposes:

- Monitor and analyze trends, usage and activities in connection with our Site;
- Link or combine with information we receive from other sources and third parties to help understand the needs and interests of PAC supporters to better match supporters with opportunities of interest;
- Personalize and improve the Site and improve delivery of information, content or features; and
- Carry out any other purpose for which the information was collected for the above purposes.

The PAC is based in the United States and the information we collect is governed by U.S. law, applicable state laws, applicable international laws, and established industry standards. By accessing or using the Site or otherwise providing information to us, you consent to the processing and transfer of information in and to the U.S. and other countries in accordance with these laws.

### **Sharing of Information**

We may share information about you as follows or as otherwise described in this Privacy Policy:

- With vendors, consultants, and other service providers or volunteers who need access to such information to carry out work on our behalf;
- To report required information to the FEC and applicable state agencies, including name, mailing address, occupation, and name of employers of individuals whose contributions exceed \$200 in a calendar year (for additional information, visit the FEC website at <http://www.fec.gov>) or the applicable state threshold;
- When we believe in good faith that we are lawfully authorized or required to do so or that doing so is reasonably necessary or appropriate to comply with the law or legal processes or respond to lawful requests, claims or legal authorities, including responding to lawful subpoenas, warrants, or court orders;
- If we believe your actions are inconsistent with the spirit or language of our user agreements or policies and sharing your information is necessary to protect the rights, property and safety of the PAC, its employees, volunteers, constituents or others; and
- With your consent or at your direction, including if we notify you through our Site that the information you provide will be shared in a particular manner and you provide such information.

### **Links to Other Websites**

Our Site may contain links to other websites. For example, we link to ActBlue and Giving Circles to enable donations to the PAC through those sites, or we may link to sites of other organizations with whom we partner. Vote Mama does not control the services or content of third party websites and are not responsible for the security or privacy of any personal information you share with them. We encourage you to learn about their privacy and security practices and policies before providing them with personal information.

### **Social Sharing Features**

The Site may offer social sharing features and other integrated tools (such as the Facebook “Like” button), which let you share actions you take on our Site with other media, and vice versa. The use of such features enables the sharing of information with your friends or the public, depending on the settings you establish with the entity that provides the social sharing feature. For more information about the purpose and scope of data collection and processing in connection with social sharing features, please visit the privacy policies of the entities that provide these features.

## **Advertising and Analytics Services Provided by Others**

We may allow third party vendors to use cookies, web beacons, or other technologies or otherwise collect information about you in order to provide analytics and advertising services, including serving ads on the Site or on other sites based on your visits to the Site and other sites across the Internet and various mobile applications. At no time will you be personally identified to those third-party vendors, nor will any of the information you share with us be shared with those third-party vendors. This information may be used by the PAC and its affiliates to, among other things, analyze and track data, determine the popularity of certain content, deliver advertising and content that aligns with PAC supporter interests. If you prefer to opt out of the use of these third-party cookies on the Site, you can do so by visiting the [Network Advertising Initiative opt out page](#).

For example, we may use Google Analytics or other remarketing tools to advertise online. This enables third-party vendors, including Google, to show our ads on sites across the Internet. Such third-party vendors, including Google, may use first-party cookies (such as the Google Analytics cookie) and third-party cookies (such as the DoubleClick cookie) together to inform, optimize, and serve ads based on your past visits to our Site. For information on how you can opt out of Google's use of cookies for interest-based ads please visit Google's [Ads Settings](#). For more information about Internet-based ads, or to opt out of having your web browsing information used for behavioral advertising purposes, please visit [www.aboutads.info/choices](http://www.aboutads.info/choices).

## **Security**

The PAC takes reasonable measures to help protect information about you from loss, theft, misuse and unauthorized access, disclosure, sale, alteration and destruction. The PAC is based in the United States and is directed to U.S. residents, and we process and store information in the U.S. If you are located outside the U.S., we, and our service providers, may store, access, or transfer your information to jurisdictions that may not provide equivalent levels of data protection as your home jurisdiction.

## **Children**

Vote Mama complies with the Children's Online Privacy Protection Act. The PAC does not solicit and does not accept personally identifying information from any person under 13 years of age.

Visitors to this Site who are under 13 years of age should not use this Site except under the supervision and with the assistance of their parent or legal guardian, and should never submit any personally identifying information to the Site. For example, visitors under 13 years of age should not register, purchase or use services or take any actions on or through this Site.

## **Your Choices**

### **Account Information**

You may request that we update, correct, or delete the information you provide to us by emailing us at [info@newdigitalnow.org](mailto:info@newdigitalnow.org). However, note that we may retain certain information as required by law or for legitimate business purposes. We may also retain cached or archived copies of information about you for a certain period of time.

### **Cookies**

Most web browsers are set to accept cookies by default. If you prefer, you can usually choose to set your browser to remove or reject browser cookies. Removing or rejecting browser cookies does not necessarily affect third-party flash cookies that may be used in connection with our Sites. To delete or disable flash cookies please visit [www.adobe.com/products/flashplayer/security](http://www.adobe.com/products/flashplayer/security) for more information. Please note that if you choose to remove or reject cookies, this could affect the availability and functionality of our Site.

### **Promotional Communications**

You may opt out of receiving updates and newsletters by email by following the instructions in those emails, and you may opt out of receiving SMS alerts by texting STOP at any time. If you opt out, we may still send you other types of emails, such as those about your use of the Site or any donations or transactions.

### **Mobile Push Notifications/Alerts**

With your consent, we may send promotional and non-promotional push notifications or alerts to your mobile device. You can deactivate these messages at any time by changing the notification settings on your mobile device.

## **Contact Us**

If you have any questions about this Privacy Policy, please contact us at [info@votemama.org](mailto:info@votemama.org).