

## Schizophrenia & Psychosis Action Alliance Privacy Policy

This site is provided by Schizophrenia & Psychosis Action Alliance (S&PAA), and IRS 501(c)(3) tax-exempt non-profit organization (Tax ID 33-1213657) headquartered in Maryland. This Privacy Policy applies to the personal data provided to S&PAA when you browse this website, make a donation, register for an event, sign up for a newsletter, or otherwise provide us with information via the website located at [www.sczaction.org](http://www.sczaction.org) or any other domain names owned or controlled by S&PAA (the "Website"). It also applies to personal data you may provide to S&PAA via telephone, email, regular mail, social media, texting or in response to personal solicitations.

S&PAA respects the privacy of every visitor to our websites. Your privacy is a priority, and we go to great lengths to protect it. This Privacy Policy describes how we collect and use information about our online visitors. We will not collect any identifying or personal information about you while you are here except as set forth in this Privacy Policy.

EU and UK Residents: S&PAA values the data protection principles established by the European Union's (EU) General Data Protection Regulation and the Data Protection Act of 2018, including transparency and accountability, collecting data for legitimate, limited purposes, minimizing data collected, maintaining accurate data, maintaining data for reasonable periods, and taking appropriate data security measures. However, S&PAA has taken proactive steps to (a) avoid offering goods or services to EU and UK residents, (b) avoid soliciting donations from EU and UK residents, and (c) avoid monitoring the behavior of EU and UK residents.

Minors: S&PAA does not intend to collect personal information from children under the age of 13. While we encourage children to visit our site and learn more about our programs, children under the age of 13 are not authorized to make a donation or purchase, sign up for an event or program, or otherwise provide any personally identifiable information without consent from a parent or legal guardian. We recommend that parents approve and closely supervise the activity of their children at this and all other online sites and discuss with their children the restrictions regarding the online release of personal information to anyone they don't know.

### The Information S&PAA Collects

We respect your privacy as our online guest, and we will not collect any identifying or personal information about you while you are here except as set forth in this Privacy Policy.

Information You Provide Directly: S&PAA collects information in several ways from different parts of this site. S&PAA may collect personal information from you when you register with this site or sign up for a program, initiative, or event. S&PAA also may ask you for personal information at other times, such as when you ask a question, submit a comment, or report a problem with this site. If you contact S&PAA, S&PAA may keep a record of that session or correspondence, including a record of your e-mail address. S&PAA may also occasionally ask users to complete surveys for research purposes. There also may be services on this site that require you to fill out an online form or send S&PAA an e-mail message in order to utilize these services. S&PAA collects any information that you provide in such circumstances, including any personal information.

We may also ask you for identifying and personal information to:

Inform you of new services, changes or promotions, directly or via a third-party advertising or social media network: For the purposes of improving the relevancy and targeting of marketing, the information collected may be provided to third-party advertising or social media networks to generate “lookalike” or custom audiences. This activity is governed by the network’s own privacy policy and terms and conditions - you can learn more about Facebook ads here and other types of online advertising here.

Invite you to receive periodic e-mail updates about our progress: When you accept, or “opt in,” we ask you to give us your e-mail address and respond to some questions that help us tailor our information to your interests. You can "opt out" of receiving these periodic updates at any time.

Processing any online donations made to S&PAA: When you make an online donation, we ask you for your name, address, telephone number, email address, and credit card information. When you donate to honor someone else, we do not use the information you give us about that person for any other purpose.

Processing registration information for online sweepstakes or contests on the S&PAA website: When you agree to give us identifying and personal information for online sweepstakes or contents, you are giving that information to S&PAA in accordance with the applicable contest rules, and the parties we have involved in operating this site. You are giving it solely to enable the services this site provides.

Information We Receive Automatically When You Use Our Services. S&PAA also may collect visitor information through Google Analytics, including IP addresses, domain names, and similar items regarding users of this site to measure the number of visits, pages visited, average time spent on this site, and similar metrics. This information is typically retained for 38 months.

“Cookies” may be used in connection with this site. A cookie is a small amount of identifier data that is sent to your browser from a web server and stored on your computer's hard drive. By using cookies, information is potentially collected without your express knowledge. Most browsers are initially set to accept cookies but permit you to change the setting to refuse cookies or to be alerted when cookies are being sent. While refusal to accept cookies will not prevent the use of some portions of this site, other portions of this site may not function properly without cookies.

Generally, S&PAA may use cookies and the information they provide to: (a) remind us of who you are; (b) access your account information in order to deliver to you better and more personalized service; (c) estimate our audience size; (d) determine the nature and extent of repeat usage; and (e) measure certain traffic patterns to understand how users' habits are similar or different from one another, so that S&PAA may improve our site. We also use many cookies on the S&PAA.org domain for the purposes of traffic collection and analysis, third-party advertising modeling and remarketing, and testing for conversion rate optimization.

#### How S&PAA Uses the Information It Collects

S&PAA uses the information it collects through this site to improve its marketing and promotional efforts, to improve its content, and to customize this site’s services, content, and layout. S&PAA may provide the information it collects through this site to third parties who provide services on S&PAA’s behalf and, with your permission, to S&PAA’s business partners. S&PAA may use the information it collects through this site to inform you of new services, changes, or promotions. If you do not want us to send you this type of information, please let us know by contacting us at [info@sczaction.org](mailto:info@sczaction.org). We will not

disclose your personal information collected through this site to third parties except as described in this Privacy Policy without first informing you of such change in our disclosure practices and providing you a choice regarding such disclosure.

### **How S&PAA Shares the Information It Collects**

S&PAA understands the importance of privacy and confidentiality to users of this site. S&PAA may provide the information it collects through this site to third parties who provide services on S&PAA's behalf and, with your permission, to S&PAA's business partners. For example, we use one or more third-party financial institutions to process our credit card transactions. They receive the credit card number and other personal information of our donors only to verify credit card numbers and to process credit card transactions in a secure environment. We also occasionally hire other companies to perform limited services on our behalf. We only provide those companies the information they need to deliver the service and prohibit them from using that information for any other purpose. Aggregated, depersonalized traffic data is shared with certain advertisers to optimize campaigns.

We respect our donors' choices and control over their information. You, as a donor, may, at any time, have your name excluded from any donor list exchange activity. To ask that your name be excluded from list exchange activity or to otherwise change how S&PAA contacts you, please email us at [info@sczaction.org](mailto:info@sczaction.org).

S&PAA may disclose information it collects through this site when required to do so by a court, regulatory agency, subpoena, law, regulation, or other body of competent jurisdiction and authority, and for administrative and other purposes that S&PAA deems necessary to maintain, service, and improve its products and services and to protect its rights and property. Finally, if you become involved in any violation of security, violation of this website's Terms of Use, or violation of any party's or third party's rights, S&PAA may release information about you to assist in investigating, resolving, or remediating any such incidents.

### **Integrity and Security**

**Use of SSL and Encryption.** In order to enhance privacy and security, S&PAA maintains a current Secure Socket Layer (SSL) Encryption Certificate on official S&PAA Sites that permit a donor or supporter to provide their personal data.

**Restricting Who Has Access to Your Information.** S&PAA employs commercially reasonable managerial and technical measures to help protect the security and integrity of the personal information it collects online through this site. You acknowledge, however, that no data transmission over the Internet can be guaranteed to be 100% secure. As a result, while S&PAA strives to protect your personal information, S&PAA cannot ensure the security of any information you transmit to or from this site.

### **What Are My Rights?**

You always have a right to:

- Request access to your personal information;
- Review the personal information that S&PAA has collected about you through this site;
- Request information about how your specific data is being used;

- Opt out of communications from S&PAA and/or request that we not share your information with other organizations; and
- Request that your data be erased.

To make any of the requests above or if you have any other questions or complaints regarding S&PAA privacy practices, please contact us at (organization email). Please include your full name, address, phone number, and e-mail address in the opt-out request, and indicate how you would like your information restricted.

#### Privacy Practices of Other Sites

This Privacy Policy only address the use and disclosure of information S&PAA collects online through this site, not information that S&PAA collects through other sources. For your convenience, this site may contain links, or addresses, that you can simply click to open other useful sites where we do not control the content or privacy policy. Carefully review the approach these sites take to your privacy before you use them or provide them with information.

We assume no liability for any unauthorized actions of third parties or accidental transmission errors that may disclose information about you, and S&PAA is not responsible for these other sites' privacy practices, which may be different from S&PAA privacy practices.

#### Changes To This Privacy Policy

S&PAA may revise this Privacy Policy at any time by updating this posting. Please consult this Privacy Policy regularly.

#### California Privacy Rights

If you are a resident of California, you may request or opt out of your personal information being shared with third parties. You are also entitled to request the following information which we will provide to you free of charge:

A list of the types of personal information which we disclose to third-parties for direct marketing purposes in the preceding calendar year; and

The names and addresses of all third parties that receive personal information in these categories from us in the preceding calendar year, and examples of the products or services marketed by these businesses: (a) name and address; (b) electronic mail address; (c) age or date of birth; (d) names of children; (e) electronic mail address of children; (f) number of children; (g) the age or gender of children; (h) height; (i) weight; (j) race; (k) religion; (l) occupation; (m) telephone number; (n) education; (o) political party affiliation; (p) medical condition; (q) drugs, therapies, or medical products or equipment used; (r) kind of product purchased, leased or rented by customer; (s) real property purchased, leased or rented; (t) the kind of service provided; (u) social security number; (v) bank account number; (w) credit card or debit card number; (x) payment history; and (y) information pertaining to assets, liabilities or credit worthiness.

Please direct the opt out request or request for these types of information to [info@sczaction.org](mailto:info@sczaction.org).

S&PAA financial statements may be obtained by contacting us at [info@sczaction.org](mailto:info@sczaction.org). S&PAA was formed in the state of Maryland for the purpose of promoting hope and recovery for persons living with schizophrenia and related disorders through support programs, education, research and advocacy. Residents of the following states may obtain a copy of our financial and additional information as stated below:

Florida: A copy of the official registration and financial information for S&PAA, (Registration # Ch52375), may be obtained from the Division of Consumer Services by calling 800-435-7352 or visiting their website [www.freshfromflorida.com](http://www.freshfromflorida.com). Registration does not imply endorsement, approval, or recommendation by the state.

Georgia: A full and fair description of the programs and financial statement summary of is available upon request at the office and phone number indicated above.

Maryland: Documents and information submitted under the Maryland Solicitations Act are also available, for the cost of postage and copies, from the Secretary of State, State House, Annapolis, MD 21401 (410-974-5534).

Michigan: MICS No. 58875.

Mississippi: The official registration and financial information of S&PAA may be obtained from the Mississippi Secretary of State's office by calling 888-236-6167. Registration by the Secretary of State does not imply endorsement.

New Jersey: Information filed with the Attorney General concerning this charitable solicitation and the percentage of contributions received by S&PAA during the last reporting period dedicated to the charitable purpose may be obtained from the Attorney General of the State of New Jersey by calling 973-504-6215 and is available on the internet at <http://www.state.nj.us/lps/ca/charity/chardir.htm>. Registration with the Attorney General does not imply endorsement.

New York: Upon request, a copy of the latest annual report can be obtained from the organization or from the Office of the Attorney General by writing to the Charities Bureau at 120 Broadway, New York, NY 10271.

North Carolina: S&PAA Financial information and a copy of its license are available from the State Solicitation Licensing Branch at 888-830-4989 or 919-807-2214. The license is not an endorsement by the State.

Pennsylvania: The official registration and financial information of S&PAA may be obtained from the Pennsylvania Department of State by calling 800-732-0999. Registration does not imply endorsement.

Virginia: Financial statements are available from the Department of Agriculture and Consumer Services, 102 Governor St., Richmond, VA 23219.

Washington: S&PAA is registered with Washington State's Charities Program as required by law and additional information is available by calling 800-332-4483 or visiting [www.sos.wa.gov/charities](http://www.sos.wa.gov/charities), or on file at Charities Division, Office of the Secretary of State, State of Washington, Olympia, WA 98504.