

## **Privacy Policy**

***Last Updated: April 2020***

This Privacy Policy is applicable to this OpenLANow.com website and any of The Sharon Hewitt Campaign Fund subsidiaries and/or affiliates. This Privacy Policy will tell you what information we collect when you visit our website(s) and how we use that information. Use of our website(s) constitutes acceptance of all terms contained herein. If you do not accept any of the terms contained herein, please cease use of this website.

We reserve the right, at our discretion, to change, modify, add, or remove portions of this policy at any time. This policy will clearly identify a date last updated for transparency.

### **Collection of Personally Identifiable Information**

The petition form included on our website requires you provide certain personally identifiable information ("PII"). By providing this PII information directly to The Sharon Hewitt Campaign Fund via OpenLANow.com website, you consent for your name, email address, zip code, mobile telephone number, and, if applicable, any comments made by you, to be made public by The Sharon Hewitt Campaign Fund. Additionally, you consent to being contacted by us through these mediums.

Please note that no data transmission over the Internet is 100% secure. As a result, we cannot guarantee the security of the information that you transmit via our online services.

### **Sharing of Personally Identifiable Information**

We may share your PII with various vendors, consultants, volunteers, and/or service providers who need such information to conduct business on our behalf. This may include, but is not limited to:

1. With national, state, or local leaders who requests information related to the online petition;
2. With affiliates, consultants, candidates, campaigns, groups, 3rd party partner organizations, or any other like-minded organizations;
3. With the Louisiana Election Commission and as otherwise as required by state law;
4. When The Sharon Hewitt Campaign Fund believes it is required or lawfully authorized to do so or that disclosure is reasonably necessary and/or appropriate in order to comply with the law or legal processes, or to respond to lawful requests, claims or legal authorities, including responding to subpoenas, warrants, and/or court orders;
5. We may transfer your personally identifiable information and other information in connection with or during negotiation of any merger, financing, acquisition or dissolution, transaction or proceeding involving sale, transfer, divestiture or disclosure of all or a portion of our assets to another party.

We may also provide aggregate statistics and de-identified data about our customers, including traffic patterns and related site information, to third parties for their own purposes, including statistical analysis.

### **Use of Personally Identifiable Information**

We may use your personally identifiable information and other information we collect about you for purposes described in this policy or disclosed to you on our website(s). For example, we may use your information to:

1. Send you notifications via email or SMS text messaging
2. Send you requested information including, but not limited to emails, newsletters, and/or any other information you have requested
3. Send you surveys or questionnaires to request feedback to improve our website(s)
4. Send you related information, including confirmations, technical notices, updates, security alerts, and support and administrative messages
5. Operate and improve our website(s)
6. Understand you and your preferences to enhance your experience when using our website(s)
7. Communicate with you about upcoming events and other news
8. Link or combine it with other personal information we get from third parties, to help understand your needs and provide you with better service
9. Investigate and take action against fraudulent or illegal activity or improper conduct.

### **Third Party Activities, Advertising & Cookies**

If you submit or chose to share PII through a form or posting on any page of our website(s), choose to otherwise share your PII with a third party such as by sharing stories you read by connecting with social networking services, or click on a link on our website(s) to go to a third-party site that may collect information about you, we are not responsible for the privacy practices of, including any marketing or other use of your PII by, those third parties.

We may use third parties to serve ads on our website(s) or other third party external websites. Certain third parties may automatically collect information about your visits to this and other websites, your IP address, your ISP, the browser you use to visit our website(s) by leveraging cookies, clear gifs or other tracking mechanisms. Information collected may be used, among other things, to deliver advertising targeted to your interests and to better understand the usage and visitation of our website(s) and the other sites tracked by these third parties. This policy does not apply to, and we are not responsible for, cookies or clear gifs in third party ads.

### **Cookie Use**

We may use cookies on the website to collect information that is not personally identifiable, but rather behaviors and online usage such as website visitation, interests and behaviors, operating systems, IP address, browser and more. Cookies are bits of data stored on your hard drive that contain no personally identifying information but which help enhance your Web-browsing experience. Not all Web browsers accept cookies, and those that do usually provide a preference or setting that allows you to refuse and remove most types of browser cookies. If your browser does not accept cookies, you may still enjoy our website(s).