

# RONALD REAGAN PRESIDENTIAL FOUNDATION AND INSTITUTE PRIVACY POLICY

Effective Date: March 16, 2023

The Ronald Reagan Presidential Foundation and Institute (collectively, “we,” “us,” or “our” as applicable) owns and operates the <https://www.reaganfoundation.org/> website (including any subdomains and mobile versions of each, a “Site,” and collectively, the “Sites”), as well as our mobile application (the “Application”). The Application and Sites, along with other Ronald Reagan Presidential Foundation & Institute activities and platforms are collectively referred to as the “Services.” We recognize that visitors to our Sites and Application may be concerned about the information they provide to us, and how we treat that information. This page informs you of our policies regarding the collection, use, and disclosure of personal information when you use our Services and the choices you have associated with that information. By using the Services, you agree to the collection and use of information in accordance with this policy.

## PERSONAL INFORMATION WE COLLECT

We collect several different types of information that are unique to you for various purposes to provide and improve our Services to you.

## INFORMATION YOU GIVE US

While using our Services, we may ask you to provide us with certain personally identifiable information that can be used to contact or identify you. Personally identifiable information may include, but is not limited to:

- Email address;
- First name and last name;
- Phone number;
- Address, State, Province, ZIP/Postal code, City;
- Credit Card information;
- Age;
- Date of Birth; and
- Any information that may deanonymize you.

### Information from Other Sources

We may also collect this information from a wide range of other sources in order to provide you the Services. One way we obtain such information is from groups who provide us with additional personally identifiable information in exchange for some of the personal identifiable information that we maintain. Accordingly, on occasion, the Ronald Reagan Presidential Foundation & Institute shares some of the personally identifiable information it collects with other groups whose products or programs we think you may appreciate. You can ask that your name be omitted from such sharing by the Ronald Reagan Presidential Foundation & Institute by sending an email to [privacy@reaganfoundation.org](mailto:privacy@reaganfoundation.org) with your request.

### Automatic Information

We may also collect information that your browser automatically sends whenever you visit our Services or when you access the Services by or through a mobile device. This may include information such as:

- The name of the domain and host from which you access the Internet, including the Internet Protocol (IP) address of the device you are using and/or the IP address of your Internet Service Provider (ISP);
- The type and version of Internet browser software you use and your operating system;

- The website that referred you to our Sites;
- The date and time you access the Sites, the length of your stay, and the specific pages that you access while visiting the Sites; and/or
- The type of mobile device you use, your mobile device unique ID, the IP address of your mobile device, your mobile operating system, the type of mobile Internet browser you use, unique device identifiers and other diagnostic data.

We use this information to monitor the usage of our Services, assess performance, ensure technological compatibility with your device, and understand the relative importance of the information provided on the Services. We may also use this data to conduct statistical analyses on visitors' usage patterns, such as surveying webpage duration, and other data in an aggregated and individualized manner.

### **Location Information**

We may use and store information about your location if you give us permission to do so. We use this data to provide features of our Services, to improve and customize our Services. You can enable or disable location services when you use our Services at any time by way of your device settings.

## HOW WE USE PERSONAL INFORMATION

We use the information we collect from you and about you to help us personalize and continually improve your experience with our Services. You have no obligation to provide us with any of your personally identifiable information, but you may not be able to use or access certain portions of the Services if you do not provide us with information that is unique to you (and you cannot use our Site or Application without agreeing to the terms of this Privacy Policy).

As non-limiting examples, we use the information we collect from and about you in the following ways:

- Providing the features, event information, educational materials, products and services you request and that we offer: We may use the information we collect about you to fulfill your requests for, and enable your use of, our features, event information, educational materials, products and services.
- To Request Support: We may use the information we collect about you to solicit funds and other forms of support for the Ronald Reagan Presidential Foundation & Institute.
- Registration and promotions: We may use your information to register you for certain features, event information, educational materials, products and services in line with your marketing preferences.
- To communicate with you and provide you with information: We may use your information to communicate with you, to respond to your questions or comments, to provide you with updates and news, or to alert you when opportunities that fit your profile arise (in the event that you seek such opportunities or ask for certain information). We also may use your information to provide you with personalized content and information, and to send you brochures, samples, offers, and other information concerning the Ronald Reagan Presidential Foundation & Institute and its partners.
- When we perform our obligations under a contract with you: We may use your information when you have a contract with us, for example, if you work for us either as a volunteer, employee or a service provider or apply for a job with us as necessary in connection with your contract of employment or services agreement. If you are a volunteer, customer, client, or a user of our services, we will use your Personal Information to carry out our obligations under the contract that we have with you.
- To deliver to you relevant marketing materials: We may purchase and use personal identifiable information to contact individuals who we believe may be interested in products or services from the Ronald Reagan Presidential Foundation & Institute. We will honor opt-out requests and you can ask that your name be omitted from such delivery by sending an email to [privacy@reaganfoundation.org](mailto:privacy@reaganfoundation.org) with your request. We also may use demographic and preference information to allow advertising related to the Ronald Reagan Presidential Foundation & Institute's products and services to be targeted to the users for whom they are most pertinent. This is designed so that users will see advertising that is most likely to interest them, and advertisers can display their ads to people who are most likely to be receptive. The Ronald Reagan Presidential Foundation & Institute may contract with third-party vendors and share information that is unique to you in order to deliver relevant marketing information to you. The Ronald Reagan Presidential Foundation & Institute may also contract with

third party vendors and share your personally identifiable information so that separate entities with whom we have a relationship can deliver relevant marketing information to you.

- To provide you with other offers: Sometimes we will make offers and information available to you through the mail. For example, when customers sign up to receive information online we may add them to the list to receive information by mail.
- To conduct research and development and to improve our Services: We may use the information that we collect to improve the Ronald Reagan Presidential Foundation & Institute's offerings, services, as well as our websites and features.
- To comply with legal requirements: We may use the information that we collect to comply with legal requirements, including based on representations we make to appropriate government entities.

We will store your information only for as long as we need to use your information for the above purposes.

## CREDIT CARD INFORMATION SECURITY

The Ronald Reagan Presidential Foundation & Institute uses 256-bit encryption and the https security protocol to communicate with your browser software. This method is the industry standard security protocol, which makes it extremely difficult for anyone else to intercept the credit card information you send to us. Companies we work with to process credit card transactions also use 256-bit encryption and security protocols. The Ronald Reagan Presidential Foundation & Institute collects credit card information solely to complete a single transaction. The Ronald Reagan Presidential Foundation & Institute does not store complete credit card information.

## COOKIES

When you interact with the Services, we automatically receive and record information on our server logs from your browser, including your IP address, "cookie" information, and the page you requested.

Cookies and other tracking technologies (such as pixels and beacons) are comprised of small bits of data that often include a de-identified or anonymous unique identifier. Websites, apps and other services send this data to your browser when you first request a web page and then store the data on your electronic device so the website can access information when you make subsequent requests for pages from that service. We may use cookies to collect and store information about your usage of the Services (you have seen), which information is then used to understand your preferences so as to enable us to provide you with improved services in future visits, and to compile aggregate data about site traffic and interactions so that we can offer better experiences and tools in the future.

Most browsers are initially set to accept cookies, but you can change your settings to notify you when a cookie is being set or updated, or to block cookies altogether. Please consult the "Help" section of your browser for more information. Alternatively, you can set your browser to refuse cookies or to alert you when cookies are being sent. For more information about cookies, see the Unofficial Cookie FAQ at [cookiecentral.com](http://cookiecentral.com). Please note that by blocking any or all cookies, you may not have access to certain features, content, or personalization available through the Services.

For more information about cookies and how we use them, please read our Cookie Policy below.

We utilize email tracking systems that provide us with data such as who opened or forwarded an email, the time it was opened, and whether the reader clicked certain links within the email.

### Analytics and Targeted Advertising

We, as well as third-party vendors acting on our behalf (such as Google or Facebook), may use first-party cookies (such as the Google Analytics cookies), tracking pixels, and scripting techniques and third-party cookies (such as the WordPress cookie), tracking pixels, and scripting techniques to gather anonymous analytics and statistics about our Services and how they are being used by our visitors so we can improve our Services. Our web server storage logs may collect the domain names, internet protocol addresses, the types of web browsers, and certain data of visitors to the website.

Data about your activities online may be collected for use in providing advertising tailored to your individual interests, either by us, our affiliates, or third parties. We may work with third parties such as network advertisers and ad exchanges to serve advertisements across the internet and may use third party analytics service providers to evaluate and provide us and/or third parties with information about the use of these ads on third party websites and viewing of ads and of our content.

We and these third-party vendors, including Google, may use third-party technologies (such as a Facebook Custom Audience Pixel) together with our own first party technologies in order to analyze ad impressions, your use of ad services, and interactions with these ad impressions and ad services. The information collected may also include information about your visits to our Sites and Application, including the pages you have viewed and what content you have seen. These third-party tracking technologies may be set to, among other things: (a) help deliver advertisements to you that you might be interested in; (b) prevent you from seeing the same advertisements too many times; and (c) understand the effectiveness of the advertisements that have been delivered to you.

You can opt out of certain advertising by visiting the Network Advertising Initiative consumer opt out page at <http://optout.networkadvertising.org/>, by using the Google Analytics Opt-out Browser Add-on available at <https://tools.google.com/dlpage/gaoptout>, or by visiting the Digital Advertising Alliance's opt-out page at <https://www.aboutads.info/choices>. For more information on the privacy practices of Google, please visit Google's Privacy & Terms web page: <https://policies.google.com/privacy?hl=en>. Please note, at this time we do not respond to browser-based "do not track" signals.

## HOW WE STORE YOUR INFORMATION

Personal information received by the Ronald Reagan Presidential Foundation & Institute from you or third parties may be stored and processed in the United States or any other country where we or our service providers maintain facilities.

Your access to notice of this Privacy Policy, followed by your submission of such information represents your consent to this Privacy Policy and agreement to the transfer of data that is unique to you across countries and to and from the third parties with whom we share that data.

We will take all the steps reasonably necessary to ensure that your information is treated securely and in accordance with this Privacy Policy and no transfer of your personal information will take place to an organization or a country unless there are adequate controls in place, including the security of your data and other personal information, and as per applicable data privacy laws. This policy may not constitute your entire set of privacy rights, as these may also vary from state to state. To be certain of your privacy rights, you may wish to contact the appropriate agency in your state that is charged with overseeing privacy rights of consumers.

## HOW WE SHARE YOUR INFORMATION

Information about our donors, partners, visitors, associates, customers and users is an important part of our operations. We share personal information only as described below.

### Law enforcement

Under certain circumstances, we may be required to disclose your personal information if required to do so by law or in response to valid requests by public authorities (e.g., a court or a government agency).

### Legal Requirements

We may disclose your personal information in the good faith belief that such action is necessary to:

- To comply with a legal obligation;
- To protect and defend the rights or property of the Ronald Reagan Presidential Foundation & Institute;

- To prevent or investigate possible wrongdoing in connection with the Services; and
- To protect the personal safety of users of the Services or the public.

#### Service Providers

We may employ third-party companies and individuals, such as contractors, vendors, or distributors, including social media and additional websites to facilitate our Services, provide the Services on our behalf, perform Services-related services or assist us in analyzing how our Services are or should be used (“Service Providers”). These third parties have access to information that is unique to you only to perform these tasks on our behalf and are obligated not to disclose to third parties or use it for any other purpose and are additionally required to keep it confidential.

#### Third Parties

As explained above, occasionally the Ronald Reagan Presidential Foundation & Institute shares information that is unique to you with third parties and we may also utilize other, relevant personal information collected in digital offerings provided by us, our partners, or our agents.

#### Merger or Sale

If we sell all or part of our operations, or make a sale or transfer of our assets, or are otherwise involved in a merger or transfer of all or a material part of our operations the Ronald Reagan Presidential Foundation & Institute may transfer your information to the party or parties involved as part of that transaction.

#### California Disclosures

If you are a California resident and have an established business relationship with us, you can request a notice disclosing the categories of personal information we have shared with third parties, if any, for the third parties’ direct marketing purposes, during the preceding calendar year. To request a notice, please submit your request to the contact information provided below. California law permits residents of California to opt-out of the Ronald Reagan Presidential Foundation & Institute’s disclosure of personal information to third parties for their direct marketing purposes. You may choose to opt-out of the sharing of your personal information with third parties for marketing purposes at any time by submitting a request in writing to the contact information provided below. Please note that this opt-out does not prohibit disclosures made by us for non-marketing purposes.

## HOW WE SECURE YOUR INFORMATION

We are committed to ensuring that your information is secure. We use reasonable efforts to protect your personally identifiable information collected, used, stored, shared, or transferred as part of our Services from access, loss, misuse, alteration, or destruction by any unauthorized party. Please understand, however, that no transmission of data can be guaranteed to be 100% secure. We do not promise, and you should not expect, that your personal information or private communications will always remain private. You are also responsible for taking reasonable steps to protect your information against unauthorized disclosure or misuse such as by maintaining the confidentiality of your personal information.

## RETENTION OF PERSONAL INFORMATION

We keep your personal information for as long as it is required in order to fulfill the relevant purposes described in this Privacy Policy, as may be required by law (including for tax and accounting purposes), or as otherwise communicated to you. How long we retain specific personal information varies depending on the purpose for its use, and we will delete your personal information in accordance with applicable law.

## PAYMENTS

We may provide paid products and/or services within the Services. In that case, we may use third-party services for payment processing (e.g., payment processors). We will not store or collect your complete payment card or banking details. Information may be provided directly to our third-party payment processors whose use of your personal information is governed by their respective Privacy Policy.

## LINKS TO OTHER WEBSITES

Our Services may contain links to other websites or mobile applications that are not operated by us, such as Facebook, Instagram, Twitter, and YouTube. If you click a third-party link, you will be directed to that third-party's website or mobile application. We strongly advise you to review the Privacy Policy of every website you visit. While we may engage with these third-party websites, we do not control and assume no responsibility for the content, privacy policies or practices of any third-party websites, mobile applications or services. In addition, on occasion we will partner with other organizations and entities to offer linked content. In some of those circumstances, we will share joint control over the content of those websites, mobile applications and services, but any personal information that the Ronald Reagan Presidential Foundation & Institute obtains will be subject to our privacy policy, and we are not responsible for privacy policies or practices of our partners.

## CHILDREN'S ONLINE PRIVACY

The Ronald Reagan Presidential Foundation & Institute respects the privacy of children, and we are committed to complying with the Children's Online Privacy Protection Act (COPPA). If we learn that a child under 13 has provided Personal Information to us without verification of parental consent, we will take commercially reasonable steps to delete that information. If you are under 16 years of age and reside in the European Union, you must provide an email address for your parent or legal guardian before you provide Personal Information to us. Before collecting and processing your Personal Information, the Ronald Reagan Presidential Foundation & Institute must receive your parent's or legal guardian's express consent, and we will not collect additional Personal Information from you, until we receive your parent's or legal guardian's consent. Your parent or legal guardian may revoke consent at any time, and the Ronald Reagan Presidential Foundation & Institute will take reasonable steps to delete all Personal Information collected from you. The Ronald Reagan Presidential Foundation & Institute will also provide your parent or legal guardian with the ability to request to review your Personal Information, prohibit further collection of your Personal Information, and delete, or instruct the deletion of, your Personal Information.

## NOTICE TO NON-U.S. USERS

As the Internet is a global environment, collecting and processing Personal Information may involve the transmission of this data internationally, including into and/or outside of the United States. Therefore, by communicating electronically with us, you acknowledge and agree to your personal data being processed in this way.

Specifically, if you are located outside of the United States, please be aware that by using our Services, your Personal Information may be transferred to the United States or other third-countries, the privacy laws of which may be deemed by your country to have inadequate data protection. If you are located outside of the United States and voluntarily submit Personal Information to us, you thereby consent to the general use of such information as provided in this Privacy Policy and to the transfer of that information to, and/or storage of that information in, the United States or other third-countries.

If you reside in the European Union, you have certain rights under the European Data Protection Regulation ("GDPR"), including:

- The right to be informed of the Personal Information we collect and how we process and use that data;
- The right to request access to your Personal Information;
- The right to request that inaccurate Personal Information be rectified, or completed if incomplete;
- The right to request erasure of your Personal Information;
- The right to restrict our processing or use of your Personal Information;
- The right to obtain and reuse your Personal Information for your own purposes;

- The right to object to our processing or transferring your Personal Information;
- The right to withdraw your consent for us to use your Personal Information; and
- The right to lodge a complaint with a supervisory authority under the GDPR.

We have a legitimate interest in collecting and processing your information for the purposes we have outlined in this Privacy Policy and so that we can optimize your experience with our Services. We retain and store your Personal Information only for as long as we have a legitimate purpose to do so and in accordance with this Privacy Policy.

In response to receiving a request for one of the rights set forth above, the Ronald Reagan Presidential Foundation & Institute will timely comply with the request within the time periods set forth in the GDPR for each right. Several of the above rights are not absolute and apply only in certain circumstances. The Ronald Reagan Presidential Foundation & Institute will comply with requests for those rights as set forth in the GDPR. We are intent on resolving any issues relating to our handling of your Personal Information, and you may contact us at any time regarding any questions or concerns.

On occasion, we may make certain decisions about you based on automated processing of your Personal Information. For example, we may use LexisNexis for analysis, marketing and potential donor interactions.

## CHANGES TO THIS PRIVACY POLICY

The Ronald Reagan Presidential Foundation & Institute reserves the right to change the policy on use of information collected. You are advised to review this Privacy Policy periodically for any changes.

## CONTACT US

We are committed to working with you to resolve any complaints you may have regarding this Privacy Policy or the treatment of your personal information. If you have any questions about this Privacy Policy or its implementation, please contact us:

By Mail:      The Ronald Reagan Presidential Foundation & Institute  
Information Governance  
40 Presidential Drive  
Simi Valley, CA 93065

By Phone:     805-522-2977

By Email:     [privacy@reaganfoundation.org](mailto:privacy@reaganfoundation.org)

## RONALD REAGAN PRESIDENTIAL FOUNDATION AND INSTITUTE COOKIE POLICY

The Ronald Reagan Presidential Foundation and Institute (collectively, “we,” “us,” or “our” as applicable). This Cookie Policy (“Policy”) describes our use of cookies, web beacons, pixels, and similar tracking technologies (collectively “Cookies and Other Tracking Technologies”) when you visit <https://www.reaganfoundation.org> and any other site on which this Policy is posted (a “Site,” and collectively, the “Sites”).

## What are Cookies and Other Tracking Technologies?

Cookies are small, commonly-used files that are transferred to your computer by us or a third-party when you allow your web browser to accept cookies. Similarly, we, or our third-party service providers, use web beacons, pixel tags or similar tracking technologies (such as tracking pixels and JavaScript tags), which are typically small pieces of code placed on a web page to monitor behavior and collect certain data regarding the actions of our guests online. A cookie file stores information such as your IP address, information about the content you view, information about the content you provide so you don't have to re-enter it each time you visit our Sites, and your preferences and settings. Cookies allow us or a third-party to recognize you and make your next visit to our Sites easier and more useful to you.

## What Cookies Do We Use and Why

We use the following cookies: strictly necessary cookies, preference/functional cookies, performance cookies, advertising cookies, and analytics cookies.

Strictly necessary cookies. These cookies are essential in order to enable you to move around our Sites and use their features. These are temporary cookies that last only as long as your web browser is open, and are used for technical purposes such as enabling better navigation on our Sites. Without these cookies, services you have asked for cannot be provided. Once you close your browser, the cookie disappears.

Preference/Functional cookies: These cookies allow us to save and remember information about you that is already entered, in order to personalize the Sites for you based on your preferences and selections. Loss of information stored in a preference cookie may make the website experience less functional but should not prevent it from working.

Performance cookies: These cookies help enhance your experience when using our Sites by making them work and deliver services that you expect, such as navigating around our Sites' pages or accessing secure areas of the Sites.

Advertising cookies, pixels, and tags: We use cookies, pixels, and tags of our own and/or via third party services to make advertising more engaging to our users. When visiting our Sites, data about you and your online activities is collected and subsequently used to provide targeted ads. These ads are tailored to your individual interests, either by us, our affiliates, or third-parties. Some common applications of these cookies, pixels, and tags are to select advertising based on what is relevant to you and to avoid showing ads you have already seen.

Analytics cookies: We use third-party analytics service providers, such as Google Analytics, to help us understand how you engage with our Sites and to analyze your online traffic patterns on our Sites. These third-parties use cookies to collect information and report website usage statistics to us.

## What Are Your Choices Regarding Cookies

You can manage or disable cookies at any time by adjusting your privacy preferences regarding the use of cookies and similar technologies through your browser. For further information about how to do so, please refer to your browser "Help," "Tool" or "Edit" section or see [www.allaboutcookies.org](http://www.allaboutcookies.org). Please note that if you use your browser settings to block all cookies you may not be able to access or use all or parts or functionalities of our Sites.

If you want to remove previously-stored cookies, you can manually delete the cookies at any time. However, this will not prevent the Sites from placing further cookies on your device unless and until you adjust your Internet browser setting as described above.

## How to Contact Us

You may contact us with your questions or comments regarding this Policy or the use of cookies on our Sites or Application at:

By Mail:       The Ronald Reagan Presidential Foundation & Institute  
Information Governance



40 Presidential Drive  
Simi Valley, CA 93065

By Phone: 805-522-2977

By Email: [privacy@reaganfoundation.org](mailto:privacy@reaganfoundation.org)