

**THE EDUCATIONAL FOUNDATION, INC.  
PRIVACY STATEMENT**

**1. GENERAL STATEMENT**

The Educational Foundation, Inc. (the “Foundation”, “we” or “our”) respects your privacy and we are committed to protecting it. This Privacy Statement explains how we collect, use, and safeguard personal and other information we obtain about you or that you provide through this website. It also describes how you can contact us if you have any questions or concerns. By using this website, you agree to the terms of this Privacy Statement. We hope that by being transparent about our data collection practices you will feel confident about trusting us with your personal information.

**2. INFORMATION ABOUT THIS WEBSITE**

This Privacy Statement applies to the website located at [www.ramsclub.com](http://www.ramsclub.com), its related mobile website, and its applications (collectively, “Site”), which are owned and operated by The Educational Foundation, Inc., Ernie Williamson Athletic Center, 450 Skipper Bowles Drive, Chapel Hill, North Carolina 27599.

The purpose of the Site is to provide visitors with: (1) the ability to make donations to the Foundation; (2) the ability to update your contact information and communication preferences; and (3) the ability to register for certain events sponsored by the Foundation.

We make every effort to insure that information available through and the functionality of the Site is consistent and accessible across all devices; however, certain features that are available on the Site may not be available on the related mobile site or app, and vice versa.

**3. INFORMATION WE COLLECT FROM AND ABOUT YOU**

**A. Information You Provide to the Foundation**

For the purposes of this Privacy Statement, “personally identifiable information” is information that identifies you as an individual, for example, your name, street address, telephone number, email address, bank account information or credit card number. When you visit this Site we will not collect any personally identifiable information about you unless you provide it to us voluntarily. Certain pages of this Site may ask you to create login credentials by typing in your user name/ID or email address and password and other information. If you opt not to provide us with personally identifiable information you can still access the Site, however you will be unable to create login credentials needed to use certain aspects of the Site.

The Foundation and our service providers may collect personally identifiable information from you when, for example, you create account credentials, make a donation, register for an event or participate in certain Site activities.

**B. Information We May Collect Automatically**

This Site and its service providers may collect “non-personally identifiable information” from you. “Non-personally identifiable information” is information that does not identify you on an individual basis, but rather is collected and maintained on an aggregate or anonymous basis that includes all Site visitors. Non-personally identifiable information may include Site activity information that tracks the Site pages that are visited, the amount of time spent on our Site, clicks, mouse movements, scrolls, page views, events (which online features you interacted with), and anonymous information such as the zip codes where our visitors live. It also may include aggregate data provided by a third-party that surveys Site visitors on our behalf.

#### C. Tools We Use to Collect Non-Personally Identifiable Information

A “cookie” is a small text file that helps us to make your visit to our Site more enjoyable and meaningful to you. For example, cookies avoid you having to log in every time you come back to one of our websites. They also allow us to tailor a website or advertisement to better match your interests and preferences. There are different types of cookies:

- A “session” cookie is stored only in your computer’s working memory (RAM) and only lasts for your browsing session. When you close all your browser’s windows, or when you shut down your computer, the session cookie disappears forever.
- A “persistent” cookie is stored on your computer’s hard drive until a specified date, which could be tomorrow, next week, or 10 years from now. Persistent cookies stay on your computer until either a) they expire, b) they are overwritten with newer cookies, or c) you manually remove them.

Most browsers can be configured not to accept cookies, however, this may prevent you from having access to some Site functions or features.

This Site may use conversion pixels and tags which are site instrumentation tools that help us to determine, for instance, whether a page has been viewed or not and, if so, how many times. Emails or electronic newsletters we send may use tools (e.g., pixel tags or web beacons) to gather email metrics and information to improve the reader’s experience such as how many of the emails are opened, if they were printed or forwarded, the type of device (e.g., mobile or PC) from which they were opened, and the city, state, and county associated with the applicable IP address. In general, any electronic image viewed as part of a webpage, including an ad banner, can act as a web beacon.

This Site may generate a “session log” when you visit. We use session logs to help us determine how people travel through our Site. In this way, we can structure our pages so that the information most frequently visited is easier to find. By tracking page visits, we can also determine if the information we’re providing is being used. The only data gathered is the Internet Protocol (IP) address from which you came (which contains no personal information), the website that referred you, the pages you visited and the date and time of those visits. If you visit a related mobile site or app, we collect additional non-personally identifiable information that may include the mobile device’s service provider and operating system.

Users may be directed to this Site via banner ads, site links or QR Codes. Ads, site links or QR Codes may use tools such as cookies or web beacons to deliver metrics on the

effectiveness of the ads or links. They do not collect personally identifiable information from the user.

D. Service Provider and Partner Collection of Information on the Site

We may use third party service providers to activate and/or deliver a service or Site functionality, such as processing a contribution to your account. In performing these functions the third party may place a persistent cookie on your computer or may have to gather personal information from you.

If you wish to make a contribution using an unaffiliated payment service, such as a credit card (a “Payment Service”), you will be directed to a Payment Service webpage. Any information gathered through a Payment Service is subject to the applicable Payment Service provider’s privacy policy, rather than this Privacy Statement. We have no control over, and are not responsible for, the use of information collected through a Payment Service.

This Site may use a third-party click tracking analytics tool (such as Google Analytics and the Salesforce Marketing Cloud) to capture clickthrough statistics.

Because there is not yet a common understanding of how to interpret web browser-based “Do Not Track” signals other than cookies, the Site does not currently respond to undefined “Do Not Track” signals.

4. HOW WE USE YOUR INFORMATION

We may use the personally identifiable and non-personally identifiable information collected from and about you to:

- Fulfill Site user requests (e.g., create log in credentials, send marketing or promotional materials including emails, change newsletter preferences, etc.)
- Respond to your comments or requests for information
- Contact you about promotional offers, marketing programs, or other communications from the Foundation
- Track, measure and analyze your use of and activity relating to the Site, and your engagement with the Foundation and its programs, services and activities, in order to enhance our relationships with you
- Fulfill a request for or to develop new services
- Contact you if necessary in the course of processing an order for services or a contribution to your account
- Generate analytics that improve our Site layout, content, product offerings and services
- Make inferences and predictions about your potential areas of interest
- Comply with legal requirements
- Compile aggregate and statistical data to help in website design and to identify popular features
- Measure site activity to allow us to update our Site to better meet user wants and needs

## 5. **SHARING YOUR PERSONALLY IDENTIFIABLE INFORMATION**

Member data is the property of the Foundation, which has final authority over decisions about the sharing of information.

We do not share, sell, or rent personally identifiable information with unaffiliated entities for their own use without providing you a choice. Personally identifiable information that you provide to us in the course of using Site features may be stored in one or more of our databases.

Service providers, contractors or subcontractors that have access to your personally identifiable information in connection with providing services for this Site are expected to keep your information confidential and are not permitted by us to use this information for any purpose other than to fulfill the services they are performing for the Site.

We will disclose your personally identifiable information, without notice, only if we have a good faith belief that such use or disclosure is necessary in order to: (i) protect, enforce, or defend the legal rights, privacy, safety, or property of the Foundation, our affiliates or their employees, agents and contractors (including enforcement of our agreements and our terms of use); (ii) protect the safety, privacy, and security of users of the Site or members of the public; (iii) protect against fraud or for risk management purposes; (iv) comply with the law or legal process; or (v) respond to requests from public and government authorities.

## 6. **ACCESS TO AND CONTROL OVER YOUR PERSONALLY IDENTIFIABLE INFORMATION**

To correct, update or delete your personally identifiable information maintained by us you may contact us through any of the options listed in Section 10 below. Please supply your name and address and specify what information you would like to correct, update or suppress so that we may be able to process your request. We will try to comply with your request as soon as reasonably practicable.

## 7. **SECURITY OF YOUR INFORMATION**

Safeguarding information of visitors to our Site is important to us. We use reasonable administrative, technical, personnel and physical steps to maintain accuracy of information and to protect information from loss, unauthorized use or alteration.

## 8. **CONSENT TO PROCESSING**

The information you share with us (both personally and non-personally identifiable information) may be transmitted across international borders, such as when using a Payment Service to process a credit card contribution. Such locations may have different levels of privacy protection than in your own country. By visiting the Site, you acknowledge and consent to this possibility.

## 9. **LINKS TO OTHER SITES**

This Site may provide links to other websites. We encourage you to review the privacy statements of all sites which you visit, including those whose links are provided on this Site, so

that you can understand how those sites collect, use and share your information. This Site is not responsible for the privacy statements, content or data handling practices on other websites.

10. **CONTACTING US**

If you have any questions, comments or concerns about this Privacy Statement, this Site's privacy practices, or have any questions regarding the contents of this Site please contact us at:

Mail address:

The Educational Foundation, Inc.  
Attn: **Diane Scobie Aldridge**  
Ernie Williamson Athletic Center  
450 Skipper Bowles Drive  
Chapel Hill, North Carolina 27599

Telephone:

919-843-2000

Email:

ramsclub@ramsclub.com

We are committed to working with you to obtain a fair and rapid resolution of any complaints or disputes about privacy and the handling of your data. We will be happy to respond to your questions and comments.

11. **EMAIL CHOICES**

You can opt out of marketing or advertising emails from us by utilizing the "unsubscribe" link or mechanism noted in our marketing or advertising emails. You may also request to opt out of marketing or advertising emails by contacting us as provided in Section 10 above, and sharing the email address at which you are receiving our marketing or advertising emails.

12. **REVISIONS TO THIS PRIVACY STATEMENT**

Occasionally we may update this Privacy Statement in order to reflect any changes to the Site or our privacy practices. If we make any updates, the new Privacy Statement will be posted to the website ten (10) days prior to the changes taking effect.