

## **PRATHAM USA PRIVACY POLICY**

*Effective Date: August 12, 2016*

***We collect your contact personal information, unique identifiers, preference information, publicly available personal information and information relating to your use of our website or information provided offline to Pratham USA as donors or patrons. We use your personal information for various purposes, such as to send you information related to our activities, such as fund raising, soliciting donations, and surveys. We may share your personal information with service providers to the extent necessary to enable their performance.***

***Please let us know if you do not want certain information to be used for specific purposes. You may contact us to correct, update, amend or request deletion of your personal information at (email/address/fax/phone). You may also turn off cookies in your browser.***

### **1. Scope.**

Pratham, USA (“Pratham”, “we”, “our”), including any affiliates and/or parent company, values the trust that you place in us to appropriately use and protect your information. This Privacy Policy describes how Pratham collects and uses personal information about you when you visit [www.prathamusa.org](http://www.prathamusa.org), including the following subdomains (if any) or when you provide us the information offline. By using this Pratham Website or by providing us your information offline, you accept the privacy practices contained in this Privacy Policy.

### **2. Nature of Personal Information Collected Online or Offline.**

We may collect the following personal information about you when you visit Pratham Website or when you provide us your information offline:

- Contact information, such as your name, home or other physical address, email, telephone number, fax number, organization name, and/or job title when you submit a contact form or make a donation,
- Unique identifiers and preference information such as your username, password, marketing preferences, internet protocol (IP) address, browser type, operating system, computer or mobile device, your navigation from actions that you take on our website,
- Information about you that you share or make visible on the Internet.

### **3. Methods of Collection of Personal Information Online or Offline.**

Personal information about you may be collected in the following manner:

- We may require personal information directly from you.
- We may collect information about you from affiliates, subsidiaries, business partners, ad networks, and other third parties.
- We may collect personally identifiable information such as contact information (e.g., name, address, telephone number and e-mail address), demographic information (e.g., zip code, organization and/or role), billing information (e.g., credit or debit card numbers), or sensitive information (e.g., bank information), during the course of your interaction with Pratham.
- We may collect contact and demographic information during surveys and questionnaires.

- We may use various technologies to collect personal information, store content information and preferences, about visitors to the Pratham Website, including without limitation, web logging, cookies, beacons, tags and scripts. We may receive reports based on the use of these technologies by external agencies on an individual as well as aggregated basis.
- We may place a text file called a "cookie" in the browser files of your computer, for record keeping purposes and to deliver content specific to your interests. You can control the use of cookies at the individual browser level. If you reject cookies, you may still use our site, but your ability to use some features or areas of our site may be limited.
- We may collect anonymous data known as "click stream data" from visits to Pratham Website.
- We may partner with third parties to manage our advertising on other external websites. Our third party partner(s) may use cookies and other technologies to gather information about your activities on the Pratham Website and other websites in order to provide you advertising based upon your browsing activities and interests.
- We may use framing techniques to serve content to/from our partners, in which case, you would be providing personal information to these third parties and not directly to Pratham.
- We may collect your name and email address for subscription to our newsletter(s), periodic email(s).
- We may obtain your contact information via general email solicitations or through solicitation lists at our events or other events which Pratham may partner with.

#### **4. Use and Disclosure of Personal Information Collected Online or Offline.**

We may use the information collected for the following purposes:

- To solicit donations
- To invite you to Pratham events.
- To improve the content, diagnose problems with our server, to administer Pratham Website.
- To gather demographic information about our user base/data base as a whole.
- To communicate with you, respond to your inquiries, to send you newsletter(s),
- To provide the information you or your organization have requested, and
- To conduct surveys and research: Participation in these surveys or contests (which may be conducted by third party service providers) is completely voluntary and you therefore have a choice whether or not to disclose information. We will not share the personal information you provide through a contest or survey with third parties unless we give prior notice and choice.

Pratham does not sell, trade or share donor information collected online or offline to third parties. We will retain and use your personal information only as necessary with notice to you to comply with legal obligations, resolve disputes and enforce agreements.

We may disclose your personal information for the following purposes:

- To third parties that provide services to help us with our business activities, *only as necessary* to provide these services to us with notice to the donor,
- As required by law, and when we believe in good faith that disclosure is necessary to protect our rights, investigate fraud or respond to government request.
- To third parties which are not associated with Pratham's business activities with notice and consent of the donor.

## **5. Opt-out.**

You may opt-out of certain uses of your personal information by clicking [here](#) or by sending us written communication indicating your decision to opt-out. Opting-out may affect the manner in which we provide our communication or information to you.

You may choose to stop receiving our newsletter or marketing emails by following the unsubscribe instructions included in these emails, accessing email preferences in your account or by contacting us at (address, phone, fax and email).

We may, at our sole discretion, from time to time and when legally required, describe how your personal information will be used and may provide you the option to opt-out of such use. You can notify us of your preferences during the information collection process or by contacting us.

## **6. Protection of Your Information.**

We use reasonable and appropriate physical, technical and administrative industry safeguards to protect information from unauthorized access, use, loss, misuse or unauthorized alteration. Notwithstanding our security safeguards, it is impossible to guarantee 100% security in all circumstances.

## **7. Seals, Buttons and Content from Other Companies.**

Pratham Website may include seals, buttons and content links to other websites (for example, Facebook, LinkedIn, Twitter, YouTube, Google+). When you use a link to go from [www.prathamusa.org](http://www.prathamusa.org) to another website, our Privacy Policy is no longer in effect and we are not responsible for the use or protection of your personal information by such third parties. Please read the privacy notice of each website you visit.

## **8. Changes to this Privacy Policy.**

This Privacy Policy may be periodically updated, with or without notice. We will not apply changes to this Privacy Policy retroactively to personal information we have previously collected. We encourage you to review this Privacy Policy each time you visit the website or provide us your information offline.

## **9. Contact Information.**

If you have questions or concerns about this Privacy Policy or any other aspect of privacy and security of your personal information, please contact us at:

Attn: Anuja Butala

Pratham USA

Email: [info@prathamusa.org](mailto:info@prathamusa.org)

Address: 55 Exchange Place, Suite 402, New York, NY 10005

Phone: 1-866-PRATHAM

Fax: 713-583-6779

We will respond to your request within thirty (30) days.