

PRIVACY NOTICE
Updated: [August 13, 2024]

This **Privacy Notice** describes the information Golden LEAF Foundation (“**Golden LEAF**,” “**we**,” “**our**,” or “**us**”) collects, how we use and retain this information, with whom we share it, and the choices you have in connection with these activities. This Privacy Notice applies to our privacy practices in relation to our website, scholars.goldenleaf.org (the “**Website**”), third party social media platforms, and additional platforms Golden LEAF uses to engage with its scholarship network (collectively, the “**Services**”).

1. PERSONAL INFORMATION WE COLLECT, HOW WE USE IT, AND HOW WE SHARE IT

When you interact with us through the Services, we collect your personal information. Personal information is information that identifies, relates to, describes, is capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular individual.

We will collect your personal information when you:

- **Complete an Internship Site Interest Form.** When you complete our internship site interest form, we collect your business information (name of business, city and county, contact name, contact title/role, business email, business telephone number, field of study, office setting, and internship site details, and any additional criteria you wish to share). We use this information to communicate with you about your interest, determine your eligibility to be apart of our program, and for record keeping.
- **Contact Us.** When you complete the online contact us form, we collect your personal identifiers (name and email address) and inquiry type. We use this information to communicate with you about your inquiry.
- **Subscribe to our Alumni Newsletter.** When you subscribe to the alumni newsletter, we collect your personal identifiers (name and email address). We use this personal information to fulfill your request to receive email alerts and communications. We will share your identifiers (name and email address) with our email marketing provider to send you the emails. You can unsubscribe at any time by clicking on the “unsubscribe” link in each email. Please note that we will continue to send you notifications necessary to the Services, or your request services or inquiries.
- **Subscribe to Receive SMS Messages.** If you choose to receive SMS messages, we will also collect your personal identifiers (telephone number). If preferred method of contact is text message, with your consent, we will send you automated transactional text messages. Message and data rates may apply for any messages sent to you from us and to us from you. Message frequency varies. If you have any questions about your text plan or data plan, it is best to contact your wireless provider. You can opt-out at any time by replying “STOP” to any automated text message from us.
- **Update your Golden LEAF Scholars Information.** When you complete the online form to update your information, we collect your personal information (name, email address, telephone number, address, and maiden name (optional) and your employment information (place of employment and job title). We use this information to update our records in order to maintain an active alumni relationship.
- **Communicate within ScholarsConnect.** We collect your identifiers (name) and any other personal information and other content you disclose in your messages to us or any other person on the platform (including in direct or private messages). We will use this information to provide our

services and we retain this information as described in DATA RETENTION below. This information is also visible to Headhunter Systems Ltd. (“Graduway”), which is the provider of the ScholarsConnect platform. ScholarsConnect is not subject to the Privacy Notice. Graduway’s privacy notice can be found [here](#).

- **Automatic Data Collection via the Website.** In addition to the personal information you provide directly to us, we also collect information automatically as you use our Website. We use essential, functional, analytics, and advertising cookies to collect your internet or other electronic network activity information (device, usage, location information (determined through your IP address), such as your browsing history, configuration, unique online identifiers, and interactions with our ads on third-party websites), when you interact with the Website. We use this information to: (i) track you within the Website; (ii) enhance user experience; (iii) conduct analytics to improve the Website; (iv) prevent fraudulent use of the Website; (v) diagnose and repair Website errors, and, in cases of abuse, track and mitigate the abuse; and (vi) market to you more effectively across different web pages and social media platforms. In general, to disable cookies and limit the collection and use of information through them, you can set your browser to refuse cookies or indicate when a cookie is being sent. When you opt-out, an opt-out cookie will be placed on your device. The opt-out cookie is browser and device specific and will only last until cookies are cleared from your browser or device. Particular third-party cookies to note on our Website include:
 - **Google Analytics.** We use Google Analytics to collect information on your use of our Website to improve our Website. In order to collect this information, Google Analytics may set cookies on your browser, or read cookies that are already there. Google Analytics may also receive information about you from applications you have downloaded that partner with Google. We do not combine the information collected through the use of Google Analytics with personally identifiable information. Google’s ability to use and share information collected by Google Analytics about your visits to our Website is restricted by the Google Analytics [Terms of Use and Privacy Policy](#). Generally, to prevent your data from being used by Google Analytics, you can download the Google Analytics [opt-out browser add-on](#).
- **Interact with us on social media.** When you interact with our page on social networking websites, such as Facebook, ScholarsConnect (provided by Headhunter Systems, Ltd.), Twitter (or “X”), LinkedIn, and Instagram (each a “**Social Media Page**” and collectively “**Social Media Pages**”), we collect basic engagement metrics and use it to tailor content and marketing and use it to improve user experience as set forth in this section. Please note that we do not control the use or storage of the information that you have posted to any social networking websites. This information is collected and processed by the social networking websites for their own purposes, including marketing. For more information on how ScholarsConnect, Facebook, Twitter (“X”), LinkedIn, and Instagram use your personal information, please see [ScholarsConnect’s Privacy Policy](#), [Facebook’s Privacy Policy](#), [Twitter’s \(X’s\) Privacy Policy](#), [LinkedIn Privacy Policy](#), and [Instagram’s Privacy Policy](#).
- **Social Media Pages.** When interacting with our Social Media Pages, we collect, from you, your personal *identifiers* (first and last name) and *visual information* (photograph (i.e., profile picture)), as well as any information that you provide when interacting with our Social Media Pages (e.g., commenting, sharing, and rating). We use this information to advertise our services, for events and invitations, and to communicate with users via the contribution and comment function. Because our Social Media Pages are publicly accessible, when you use them to interact with other users, for example by posting, leaving comments or liking or sharing posts, any personal information that you post in them or provide when registering can be viewed by others or used by them as they see fit.

- **Community Management.** We collect, from you, your engagement, including "likes", shares, messages and other interactions with the content, in order to analyze and evaluate how our content is perceived, to learn from it, and to improve our public relations efforts. We use this information to create outreach that matches our Social Media Pages and to disseminate it via social networking sites.

2. DATA RETENTION

Unless otherwise stated in this Privacy Notice, we retain your personal information (i) for as long as the relevant account exists, or (ii) until we no longer need your information to fulfill the purposes for which we collected it. However, we may need to use and retain your personal information for longer than the periods indicated above for purposes of:

- **Compliance with our legal obligations.** For example, retaining your records for the purpose of accounting, dispute resolution, and compliance with labor, tax, public records (e.g., North Carolina Public Records Act), and financial laws and regulations.
- **Meeting our safety and security commitments.** Such as keeping our properties secure and preventing fraud.
- **Exercising or defending legal claims.** We also may need to retain personal information for longer than the periods indicated above in order to respond to legal process or enforceable governmental requests, or to enforce our contracts or Terms of Use, including investigation of potential violations.

3. HOW WE SHARE YOUR PERSONAL INFORMATION

A. General Sharing

Golden LEAF shares personal information in the following instances:

- **Within Golden LEAF.** We share your personal information within Golden LEAF to efficiently and effectively provide the Services and our services and to operate our scholarship programs, including maintaining contact with scholars and alumni. Access to your personal information is limited to those on a need-to-know basis, including Golden LEAF staff and board members involved in operating and evaluating the scholarship programs.
- **With service providers.** We share personal information with service providers that assist us in providing the Services or our services. These service providers are described more specifically in the **PERSONAL INFORMATION WE COLLECT, HOW WE USE IT, AND HOW WE SHARE IT** section of this Privacy Notice.
- **In the event of a corporate reorganization.** In the event that we enter into, or intend to enter into, a transaction that alters the structure of our business, such as a reorganization, we would share personal information with third parties and their agents and advisors for the purpose of facilitating and completing the transaction. We would also share personal information with third parties if we undergo bankruptcy or liquidation, in the course of such proceedings.
- **For legal purposes.** We will share your personal information where we are legally required to do so, such as in response to court orders, law enforcement or legal process, including for national security purposes; to establish, protect, or exercise our legal rights, as required to enforce our terms of service or other contracts; to defend against legal claims or demands; to detect, investigate, prevent, or take action against illegal activities, fraud, or situations involving potential threats to

the rights, property, or personal safety of any person; or to comply with the requirements of any applicable law, including the North Carolina Public Records Act, to which Golden LEAF is subject.

- **With your consent.** Apart from the reasons identified above, we may request your permission to share your personal information for a specific purpose. We will notify you and request consent before you provide the personal information or before the personal information you have already provided is shared for such purpose. You may revoke your consent at any time.

Golden LEAF may also share anonymized and aggregated data (“De-Identified Information”) in marketing materials.

4. GENERAL INFORMATION CHOICES

You have the following choices with respect to your personal information:

- **Opt-out of marketing email trackers.** You can disable tracking by disabling the display of images by default in your email program.
- **Opt-out of marketing communications.** You may opt-out of receiving marketing emails from us by clicking the “unsubscribe” link provided with each email. Please note that we will continue to send you emails necessary to the Services or any assistance or services you request. For text message marketing, you can opt out by replying “STOP” to any automated text message.
- **Opt Out of Other Cookies.** All session cookies are temporary and expire after you close your web browser. Persistent cookies can be removed by following your web browser’s directions. To find out how to see what cookies have been set on your computer or device, and how to reject and delete the cookies, please visit: <https://www.aboutcookies.org/>. Please note that each web browser is different. To find information relating to your browser, visit the browser developer’s website and mobile application. If you reset your web browser to refuse all cookies or to indicate when a cookie is being sent, some features of our website may not function properly. The opt-out cookie will not work for essential cookies. If the cookie is removed or deleted, if you upgrade your browser or if you visit us from a different computer, you will need to return and update your preferences. By clicking on the “Opt-Out” links below, you will be directed to the respective third-party website where your computer will be scanned to determine who maintains cookies on you. At that time, you can either choose to opt out of all targeted advertising or you can choose to opt out of targeted advertising by selecting individual companies who maintain a cookie on your machine.
 - Association of National Advertisers opt-out registration: <https://dmachoice.thedma.org/>
 - Network Advertising Initiative (NAI) Opt-Out: https://www.networkadvertising.org/managing/opt_out.asp
 - Digital Advertising Alliance (DAA) Opt-Out: <https://optout.aboutads.info>

5. DO NOT TRACK

We do not recognize “Do Not Track” requests for internet browsers. Do Not Track is a preference you can set to inform websites and applications that you do not want to be tracked.

6. SECURITY OF YOUR PERSONAL INFORMATION

We implement and maintain reasonable security measures to protect the personal information we collect and maintain from unauthorized access, destruction, use, modification, or disclosure. These security measures include access controls. However, no security measure or modality of data transmission over the Internet is 100% secure and we are unable to guarantee the absolute security of the personal information we have collected from you.

7. AGE RESTRICTION

The Services are not intended for individuals under the age of thirteen (13). If we learn that we have collected or received personal information from a child under the age of thirteen (13), we will delete that information. If you believe we might have information from or about a child under the age of thirteen (13), please contact us at scholars@goldenleaf.org.

8. CHANGES TO THIS PRIVACY NOTICE

We may amend this Privacy Notice in our sole discretion at any time. If we do, we will post the changes to this page, and will indicate the date the changes go into effect. We encourage you to review our Privacy Notice to stay informed. If we make changes that materially affect your privacy rights, we will notify you by prominent posting on the Website, and/or via email, and request your consent, if required.

9. CONTACT US

If you have any questions regarding this Privacy Notice, please contact us at scholars@goldenleaf.org

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