

Reseda Group Privacy Policy

Reseda Group (“we,” “us,” or “our”) understands that privacy is important to our customers, potential customers, website visitors, and others who interact with us (collectively “you,” or “your”). This Privacy Policy explains how we collect, use, and share your information, whether personally identifiable or non-personally identifiable. This Privacy Policy applies to all information received by us, both online and offline. By visiting our website or otherwise interacting with us you agree to this Privacy Policy and any other terms located on our website.

1. **Our Commitment to Our Customers.** We will not sell, share, or trade our donors’ names or personal information with any other entity, nor send mailings to our customers on behalf of other organizations, except in accordance with this privacy policy.

2. **Information We Collect.** We collect several categories of information by the nature of our work. Those categories are described below. We may collect information from multiple categories from you.
 - 2.1. **Customer Information.** We collect information about customers and potential customers, including personal information that the customer voluntarily provides to us like the donor’s name, address, telephone number, email address, other contact information, prior transaction history, and any financial transaction information necessary to process transactions, as well as any other information that you may choose to provide in connection with a transaction. We may also collect additional information about you from other sources and combine it with information you voluntarily provide to us.

 - 2.2. **Website Visitor Information.** We collect both personally identifiable information and non-personally identifiable information about you when you visit and interact with our website. For example, we receive information related to how you use our website, network traffic data, and information from and about the devices you use to access our website, including information like IP addresses, the type of browser and device you use, the web page you visited before coming to our sites, and identifiers associated with your devices. Your devices (depending on their settings) may also transmit location information to us. Additionally, we may receive information about you when you visit our website through various social media networks. Our website also involves the use of “cookies.” Cookies are small files that a website asks your browser to store on your device. In general, cookies allow us to improve your ability to use our website and your

Created: 5/2023

Approved: 5/2023

experience. The data we receive is often dependent upon your privacy settings in your browser or social media account. You should review, and if necessary, adjust your privacy settings.

3. **How We Use Information.** We may use the information that you provide for any lawful purpose, and including but not limited to the uses below:

- To communicate with you, including to share information that you have requested, or to inform you of promotional offers that may be of interest to you;
- To process your transactions, including to notify you of your transaction, provide a receipt, and ship anything that we agreed to provide to you;
- To improve and personalize our website, including to improve and personalize the performance, content, and layout of our web pages;
- To protect our rights or the rights of others;
- To comply with the law and to maintain the security of our website; and
- As otherwise disclosed at the time of collection or use.

4. **How We Share Information.** We do not rent, share, or sell your personal information to outside marketers. We may share personal information with service providers, such as marketing firms, vendors who manage printing, shipping and fulfillment, technology providers, and credit card processors, who may use or disclose your information as needed to perform services on our behalf or to comply with the law. We may also share your information with Michigan State University Federal Credit Union to allow it to determine whether you or an entity affiliated with you is within the credit union's field of membership, as well as with employees or contractors who work with us and/or Michigan State University Federal Credit Union. We may share your information when required by law, including pursuant to a subpoena, court order, governmental inquiry, or other legal process or as necessary to protect our rights, users, donors and services. We may share information that has been de-identified or aggregated, or any other technical information, without limitation.

5. **Children's Privacy.** Protecting the privacy of young children is especially important. For that reason, we do not knowingly collect or solicit personal information from anyone under the

age of 13. In the event that we learn that we have collected personal information from a child under age 13, we will delete that information as quickly as possible. If you believe that we might have any information from or about a child under 13, please contact us at digital@resedagroup.com.

6. **Links to Other Websites.** To the extent our website contain links to any websites not operated by us, the privacy policy (if any) on that website will control and our Privacy Policy will not apply. We have no affiliation with any of these other parties or websites. We cannot control and are not responsible for the information collection, use, and disclosure practices of third parties. We encourage you to review other websites' privacy practices and policies, if any, before providing any personally identifying information to them. We are not responsible for the practices, content or information of these websites, or any other use of the linked website.
7. **Future Changes to our Privacy Policy.** We may revise this Privacy Policy from time to time, and will post the most current version on our website.
8. **Contact Us.** If you have any questions about our Privacy Policy, contact us at digital@resedagroup.com.