

## Hope for Ukraine Privacy Policy

Hope for Ukraine, Inc. (“**Hope for Ukraine**,” “**we**,” “**our**,” and/or “**us**”) values the privacy of individuals who use our website (<https://hopeforukraine.net/>) and related services (collectively, our “**Services**”). This privacy policy (the “**Privacy Policy**”) explains how we collect, use, and disclose Personal Information from users of our Services (“**Users**”). It applies to our website visitors, donors, volunteers, and individuals who receive our donations and other resources. Please read this Privacy Policy carefully so that you understand your rights in relation to your Personal Information, and how we will collect, use and process your Personal Information. If you do not agree with this Privacy Policy or any part thereof, you should not access or use any part of the Services. Beyond the Privacy Policy, your use of our Services is also subject to our [Terms and Conditions](#).

### Personal Information We Collect

We collect a variety of Personal Information from or about you or your devices from various sources, as described below. In this Privacy Policy, “Personal Information” means any information relating to an identified or identifiable individual.

In some cases, we need to collect your Personal Information to be able to provide you with our Services. In these cases, if you choose not to provide the requested Information, you may not be able to use our Services. Where required by applicable law, we will tell you if and why you have to provide us your Personal Information, as well as what the consequences if you choose not to.

#### A. Personal Information You Provide to Us.

**Communications.** If you contact us directly, we collect Personal Information about you, such as your name, email address, phone number, organization, and the contents of a message or attachments that you may send to us. If you subscribe to receiving marketing emails from us, such as our newsletter, then we will collect Personal Information from you, such as your name and email address. When we send you emails, we may track whether you open them to learn how to deliver a better customer experience and improve our Services.

**Payment Information.** If you make a donation or purchase through our Services, our third-party payment processors collect and process your payment-related information, such as credit/debit card information, billing address, brokerage account details, or other financial information.

**Donor Information.** If you make a donation or purchase through our Services, we ask you for your name, and email address. You may also provide us with your job title, phone number, name of the company you work for, honoree’s name, recipient’s name email address, your message to the recipient, and any message that you would like to post in connection with your donation.

**Volunteer Information.** If you volunteer for us, we ask you for your name, phone number, email

address, organization, and areas of interest.

**Information from Recipients of Our Donations and Other Resources.** If you are a recipient of our donations and other resources, we collect your name, phone number, email address, mailing address, amount of the donation(s) received, and name of and information about the charity or cause to which the donation should be provided.

**B. Personal Information We Collect Via Automated Means.**

**Location Information.** We infer your general location information, for example by using your internet protocol (IP) address.

**Device Information.** We receive Personal information about the device and software you use to access our Services, including IP address, web browser type, operating system version, phone carrier and manufacturer, device identifiers, and mobile advertising identifiers.

**Information from Cookies and Similar Technologies.** Cookies are small text files containing a string of alphanumeric characters. Log files track actions that occur on the Services and collect device information. Web beacons and pixel tags are electronic files that record usage information. We and our third-party partners collect information using cookies, pixel tags, or similar technologies (collectively, “**Cookies**”). Our third-party partners, such as analytics and advertising partners, may use these technologies to collect information about your online activities over time and across different services. We may use both session Cookies and persistent Cookies. A session Cookie disappears after you close your browser. A persistent Cookie remains after you close your browser and may be used by your browser on subsequent visits to our Services.

Please review your web browser’s “Help” file to learn how you may modify your Cookies settings. Please note that if you delete or choose not to accept Cookies from the Service, you may not be able to utilize the features of the Service to their fullest potential.

We use the following Cookies on our Services:

- **Strictly Necessary Cookies:** Some Cookies are strictly necessary to make our Services available to you and you cannot use them without this type of Cookie. We use this information to provide you with our Services, prevent misuse, and ensure our Services are working properly.

Cookie Name	Provider	Purpose	Expiry
XSRF-TOKEN	donate.hfu.org	Security. Protects against cross-site	15 minutes

		request forgery attacks.	
__cfuid	.donate.hfu.org	Load-balancing, deliverance of website content and serving DNS connection for website operators.	Session
__cf_bm	.classy.org	Security. Reads and filters requests from bots.	30 minutes
__cf_bm	.donate.hfu.org	Security. Reads and filters requests from bots.	30 minutes

- **Functional Cookies:** These are used to recognize you when you return to our Services. This enables us to personalize our content for you, to provide you with a customized experience on our Services, and to remember your preferences and various settings (for example, your choice of language or region).

Cookie Name	Provider	Purpose	Expiry
ts_c	.paypal.com	Fraud prevention.	1 year 1 month
tsrce	.paypal.com	Enables a secure transaction via PayPal.	3 days
l7_az	.paypal.com	Enables PayPal login-function on the website.	30 minutes
ts	.paypal.com	Provides load balancing functionality.	1 year 1 month

- **Analytics or Performance Cookies:** We also use Cookies for analytics purposes to better understand how you use our Services, to measure the effectiveness of our customer communications, to diagnose and fix technology problems, and otherwise enhance our Services. We may use our own analytics Cookies or third-party analytics providers to collect and process certain data analytics on our behalf.

Cookie Name	Provider	Purpose	Expiry
_ga_#	.hopeforukraine.net	Used by Google Analytics to collect data on the number of times a user has	1 year 1 month

		visited the website as well as dates for the first and most recent visit.	
_ga	.hopeforukraine.net	A unique ID used to generate statistical data on how the visitor uses the website.	1 year 1 month

- **Advertising Cookies:** We or our third-party advertising partners place Cookies to show you ads we think may interest you. For example, we may show you ads about our products and services on third party websites and apps or show you ads about third parties' products and services on our websites and apps.

Cookie Name	Provider	Purpose	Expiry
sid	donate.hfu.org	Provides ad delivery or retargeting, provides fraud prevention.	Session
NID	.google.com	Provides ad delivery or retargeting, stores user preferences	6 months 3 days
YSC	.youtube.com	A unique ID to keep statistics of what videos from YouTube the user has seen.	Session
VISITOR_INFO1_LIVE	.youtube.com	Estimates the users' bandwidth on pages with integrated YouTube videos.	6 months

### C. Personal Information We Receive from Third Parties.

**Third-Party Services.** You may post photos, comments, or reviews on our pages available through third-party platforms, including Instagram, Facebook, and X (formerly Twitter). If you do so, we and other users on those third-party platforms may be able to view the Personal Information you make available through these third-party platforms.

### How We Use the Personal Information We Collect

We use the Personal Information we collect for the purposes described below:

- To provide, maintain, improve, and enhance our Services;
- To understand and analyze how you use our Services and develop new services and features;
- To communicate with you, provide you with updates and other information relating to our Services, provide information that you request, respond to comments and questions, and otherwise provide customer support;
- For marketing and advertising purposes, such as developing and providing promotional and advertising materials that may be relevant, valuable or otherwise of interest to you;
- To facilitate transactions and payments;
- To find and prevent fraud and abuse, and respond to trust and safety issues that may arise;
- For compliance purposes, including enforcing our Terms and Conditions or other legal rights, or as may be required by applicable laws and regulations or requested by any judicial process or governmental agency; and
- For other purposes for which we provide specific notice at the time the information is collected.

### **Legal Bases for Processing European Personal Information**

If you are located in the European Economic Area (“**EEA**”), Switzerland or the United Kingdom (“**UK**”) (together “**Europe**”), we only process your Personal Information when we have a valid “legal basis,” including as set forth below.

- **Consent.** You have consented to the use of your Personal Information. For example, we may process your Personal Information to send you marketing communications or to use Cookies where you have consented to such use.
- **Contractual Necessity.** We need your Personal Information to provide you with our Services. For example, we may need to process your Personal Information to respond to your inquiries or requests.
- **Compliance with a Legal Obligation.** We have a legal obligation to use your Personal Information. For example, we may process your Personal Information to comply with tax, labor and accounting obligations.
- **Legitimate Interests.** We or a third party have a legitimate interest in using your Personal Information. Specifically, we have a legitimate interest in using your Personal Information for service development and internal analytics purposes, and otherwise to improve the safety, security, and performance of our Services. We only rely on our or a third party’s legitimate interests to process your Personal Information when these interests are not overridden by your rights and interests.

### **How We Disclose the Personal Information We Collect**

We do not disclose Personal Information we collect from or about you except as described below or otherwise disclosed to you at the time of the collection.

**Affiliates.** We may disclose your Personal Information we receive to our affiliates for any of the purposes described in this Privacy Policy.

**Vendors and Service Providers.** We may disclose your Personal Information we receive to vendors and service providers retained in connection with the provision of our Services.

**Analytics Partners.** We use analytics services such as Google Analytics to collect and process certain analytics data. These services may also collect Personal Information about your use of other websites, apps, and online resources. You can learn more about Google's practices by visiting <https://www.google.com/policies/privacy/partners/>, and opt-out of them by downloading the Google Analytics opt-out browser add-on, available at <https://tools.google.com/dlpage/gaoptout?hl=en>.

**As Required By Law and Similar Disclosures.** We may access, preserve, and disclose your Personal Information with law enforcement agencies, regulatory bodies, public authorities or pursuant to the exercise of legal proceedings if we believe doing so is required or appropriate to: (a) comply with law enforcement requests and legal process, such as a court order or subpoena; (b) respond to your requests; or (c) protect your, our, or others' rights, property, or safety. For the avoidance of doubt, the disclosure of your Personal Information may occur if you post any objectionable content on or through the Services.

**Merger, Sale, or Other Asset Transfers.** We may disclose your Personal Information to service providers, advisors, potential transactional partners, or other third parties in connection with the consideration, negotiation, or completion of a corporate transaction in which we are acquired by or merged with another company or we sell, liquidate, or transfer all or a portion of our assets. The use of your information following any of these events will be governed by the provisions of this Privacy Policy in effect at the time the applicable Personal Information was collected.

**With Your Consent.** We may also disclose your Personal Information with your permission.

## **Your Rights and Choices**

**Marketing Communications.** You can unsubscribe from our promotional emails via the link provided in the emails. Even if you opt out of receiving promotional messages from us, you will continue to receive administrative messages from us.

**How to Block Cookies.** You can block Cookies by setting your internet browser to block some or all Cookies. You can withdraw your consent at any time by deleting placed Cookies and disabling Cookies in your browser, or as explained below. You can change your browser settings to block or notify you when you receive a Cookie, delete Cookies or browse our Services using your browser's anonymous usage setting. Please refer to your browser instructions or help screen to learn more about how to adjust or modify your browser settings. If you do not agree to our use of Cookies or similar technologies which store information on your device, you should change your browser settings accordingly. If you use your browser settings to block all Cookies (including

essential Cookies) you may not be able to access all or parts of our Services, and some features of our Website may not function properly.

**Your European Privacy Rights.** If you are located in Europe, you have the additional rights described below:

- You may request access to the Personal Information we maintain about you, update and correct inaccuracies in your Personal Information, restrict or object to the processing of your Personal Information, have your Personal Information anonymized or deleted, as appropriate, or exercise your right to data portability to easily transfer your Personal Information to another company. In addition, you also have the right to lodge a complaint with a supervisory authority, including in your country of residence, place of work or where an incident took place.
- You may withdraw any consent you previously provided to us regarding the processing of your Personal Information at any time and free of charge. We will apply your preferences going forward and this will not affect the lawfulness of the processing before you withdrew your consent.

You may exercise these rights by contacting us using the contact details as indicated in the “Contact Information” section below. Before fulfilling your request, we may ask you to provide reasonable information to verify your identity. Please note that there are exceptions and limitations to each of these rights, and that while any changes you make will be reflected in active user databases instantly or within a reasonable period of time, we may retain Personal Information for backups, archiving, prevention of fraud and abuse, analytics, satisfaction of legal obligations, or where we otherwise reasonably believe that we have a legitimate reason to do so.

### **Third Parties**

Our Services may contain links to other websites, products, or services that we do not own or operate. We are not responsible for the privacy practices of these third parties. Please be aware that this Privacy Policy does not apply to your activities on these third-party services or any information you disclose to these third parties. We encourage you to read their privacy policies before providing any information to them.

### **Retention**

We take measures to delete your Personal Information or keep it in a form that does not permit identifying you when your Personal Information is no longer necessary for the purposes for which we process it unless we are required by law to keep your Personal Information for a longer period. When determining the specific retention period, we consider various factors, such as the type of service provided to you, the nature and length of our relationship with you, and mandatory retention periods provided by law and the statute of limitations.

## **Security**

We make reasonable efforts to protect your Personal Information by using physical and electronic safeguards designed to improve the security of the information we maintain. However, because no electronic transmission or storage of information can be entirely secure, we can make no guarantees as to the security or privacy of your Personal Information.

## **Children’s Privacy**

We do not knowingly collect, maintain, or use personal information from children under 16 years of age, and no part of our Services is directed to children. If you learn that a child has provided us with Personal Information then please alert us at [info@hfu.org](mailto:info@hfu.org), or otherwise as indicated in the “Contact Information” section below.

## **International Visitors**

Our Services are hosted in the United States (“**U.S.**”). If you choose to use the Services from Europe or other regions of the world with laws governing data collection and use that may differ from U.S. law, then please note that your Personal Information is processed and stored in the U.S. We may also transfer your Personal Information from the U.S. to other countries or regions in connection with its storage and processing, fulfilling your requests, and operating the Services, including to the Ukraine. By providing any information, including Personal Information, on or to the Services, you acknowledge that we conduct such transfers, storage, and processing.

If you are located in Europe, we will comply with applicable European data protection laws when transferring your Personal Information outside Europe. We may transfer your Personal Information to countries which have been found to provide adequate protection by the competent supervisory authorities as appropriate, use contractual protections for the transfer of Personal Information, transfer to recipients who have adopted Binding Corporate Rules, or rely on an appropriate legal derogation.

For more information about how we transfer outside Europe, or to obtain a copy of the contractual safeguards we use for such transfers, you may contact us using the contact details as indicated in the “Contact Information” section below.

## **Changes to this Privacy Policy**

We will post any adjustments to the Privacy Policy on this page, and the revised version will be effective when it is posted. If we materially change the ways in which we use or disclose personal information previously collected from you through the Services, we will notify you through the Services, by email, or other communication.

## **Contact Information**

Hope for Ukraine is the controller or entity responsible for processing your Personal Information. If you have any questions, comments, or concerns about our processing activities, please email



us at [info@hfu.org](mailto:info@hfu.org) or write to us at 101 Eisenhower Pkwy, Ste 300, Roseland, NJ 07068, United States.

**Last Updated:** 10/27/2023