



PRIVACY NOTICE

Last Modified/Effective Date: 3/29/2024

Capital Pride Alliance, Inc. (“Capital Pride,” “we/us/our”) is committed to protecting your Personal Information. This Privacy Notice (“Notice”) describes what Personal Information we collect about you, what we do with it, your choices, and our information privacy practices.

This Notice applies to us, our website (capitalpride.org), our mobile application, and all other websites and applications we link to this Notice (together, the “Sites”). It governs our use and disclosure of Personal Information we collect when you use our “Services,” meaning when you:

- Access or use the Sites;
- Contact us;
- Create and use a Pride365 account;
- Participate in, sponsor, or volunteer at our events and activities;
- Engage with us on social media
- Shop at our on-line store;
- Donate to us; and/or
- Otherwise engage with us.

By using the Sites or participating in our Services, you consent to the practices described in this Notice.

We are happy to answer any questions you may have about this Notice or our information privacy practices. Please get in touch using the “Contact Us” information at the end of this Notice. Full transparency is our goal.

A. What Is Personal Information?

As used in this Notice, “Personal Information” is information that relates to an identified or identifiable individual. It does not include de-identified, publicly-available, or aggregated information.

B. Your Personal Information

1. Information we ask you to provide to us.

When you access or use the Services, we may **ask you to provide** the following types of Personal Information:



- Real name
- Online identifier (username, handle, @)
- Contact information (postal address, email address, telephone number)
- Account name, if you create a Pride365 account
- Birthdate /age
- Gender identity
- LGBTQ+ affiliation or allyship

2. Information you may choose to provide to us.

You may **choose to provide** additional Personal Information to us when you use the Services, for example when you email us or post on our message boards or text groups. This is entirely at your option. Please be aware that if you “post” or provide Personal Information in a place accessible to persons other than us (such as on a message board), it may be collected, used, and/or disclosed in ways and by people or entities over which we have no control. **Please be safe when sharing your Personal Information in this way.**

3. Information we collect automatically.

We **automatically receive** certain information about your device used to access our Services:

- a. Device Information. We collect information about the device you use to access our Services, such as your IP address or other unique identifier; the URL that referred you to our Site; the areas within our Sites that you visit and your activities there; geolocation (if you choose to enable this feature); and the date and time of your visit to a Site.
- b. Cookies. To enhance your online experience with us, our Sites may now or in the future use "cookies." Cookies are text files that our web server may place on your hard disk to store your preferences. Cookies, by themselves, do not tell us your email address or other Personal Information unless you choose to provide this information to us. If you do, this information may be linked to the data stored in a cookie.

You can set your browser to notify you when you receive a cookie, allowing you to accept/reject the cookie and to delete it when you leave our Site. However, if your browser does not accept cookies, you may not be able to take advantage of all of the features of our Sites.

For more information about cookies and how to control and delete cookies in various browsers, you can visit <https://aboutcookies.org/>. This website is not affiliated with us.



- c. Metadata. If you choose to create User Content, you automatically upload certain metadata connected to it. Metadata provides information about your User Content such as how, when, where, and by whom the User Content was created, collected, or modified and how that content is formatted. Metadata also includes data that you choose to provide with your User Content, such as captions.

4. Our Use of Tracking Technologies

5. We do not collect personally identifiable information about your online activities over time and across third-party websites or online services. We may keep track of the Sites and areas within the Sites that you and others visit, to help us improve our Sites and Services. We may use this information to deliver customized content and advertising within our Sites. Third-Party Use of Cookies and Other Tracking Technologies

Some content or applications on our Sites are served by third-parties. These third parties may use cookies, alone or together with web beacons or other tracking technologies, to collect information about you when you use our Sites and Services. The information they collect may be associated with your Personal Information, or they may collect information—including Personal Information—about your online activities over time and across different websites and other online services. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content.

We do not control these third parties' tracking technologies or how they may be used. If you have any questions about targeted content, you should contact the responsible provider directly.

C. How We Use Your Personal Information

We use the Personal Information we collect:

- To operate our Sites and provide our Services.
- To create aggregated data to analyze, improve, and report on our Sites and Services.
- To enforce our Terms of Service, Community Guidelines, and other conditions and policies.
- To send administrative communications, including about operational changes or updates, new features, and content sharing notifications.
- To inform you of other products, services, events, and opportunities available from us and our trusted affiliates.
- To fulfill any other purpose for which you provide it.
- To carry out our legal obligations and enforce our rights.
- In any other way we may describe when you provide the information.
- For any other purpose with your consent.



From time to time, we may contact you on behalf of external business partners about a particular offering that may be of interest to you. If we do, we do not disclose your Personal Information to any third party.

D. Disclosing Your Personal Information

We do not sell, rent, or lease Personal Information to third parties.

We may disclose your Personal Information to third parties as needed:

- For the purposes for which you provided it, or that we disclosed when you provided it.
- To operate our Sites and provide our Services.
- To maintain and service your account; provide customer service; process or fulfill orders and transactions you request; and obtain data analytics.
- To provide advertising and marketing services on our own behalf.
- To audit our Sites and Services.
- To identify and repair errors that impair existing intended Site functionality.
- To comply with our legal responsibilities.
- To verify, maintain, and improve our Sites and Services.
- To promote Site security and integrity (for example, detecting security incidents, detecting and protecting against fraudulent and deceptive activity, and prosecuting those responsible).
- For any other purpose with your consent.

You may choose to disclose your Personal Information to people other than us, or to the public, through your use of our Sites and Services, for example on message boards and text groups, and through social media links, available on our Sites. You, and you alone, control whether and what to disclose. When you choose to disclose any information online to anyone—including friends, public officials, or the public at large—that information is no longer private and may be disclosed more broadly than you intended. You may be harmed as a result.

Always be careful when choosing to disclose information in this way through the Sites and Services. If you decide to do so, you understand and agree that we are not responsible for any harm that may result from that. We do not control Meta, Instagram, X (Twitter), YouTube, or any other third party's website, and we are not responsible for their privacy policies and practices. When you leave our Sites (even via links on our Sites), we encourage you to read and understand the privacy policy and practices of every website you visit.

E. How We Secure Your Personal Information

We have implemented reasonable security procedures and practices, appropriate to the nature of the Personal Information, to protect the Personal Information we collect, store, and otherwise process from unauthorized or illegal access, destruction, use, modification, or disclosure. We use



encryption when transmitting Personal Information to third parties. We use reasonable and appropriate measures to limit access to Personal Information within Capital Pride to workforce members who need it to do their job.

Unfortunately, no method of transmitting information over the internet or storing it electronically is 100% secure. Neither we nor anyone else can—and we do not—guarantee the confidentiality, security, integrity, or availability of any Personal Information sent to or from us over the Internet and/or stored electronically. In all situations, you should carefully consider whether and how to provide Personal Information to someone else (including us).

If we discover an unauthorized use or disclosure of Personal Information, we will promptly assess our responsibilities under applicable law and take all required actions.

F. How Long We Keep Your Personal Information

We generally keep Personal Information for as long as reasonably needed to meet the purpose for which we collected it, and to fulfill our legal obligations. Factors that may be relevant to determining how long we keep Personal Information include:

- the purposes for which we collected it;
- your preferences and how you engage with our Sites and Services;
- any applicable legal or regulatory requirements; and
- whether we need the information for our business purposes, or to protect our rights (for example, in actual or potential litigation).

G. User Accounts

You may choose to create a Pride365 account with an individual username and password. If you do, you agree to provide us with accurate account information and acknowledge that you are responsible for all activity conducted on and through your account. It is important to keep your login information confidential. We are not responsible for any loss or damage arising from your account activity or any failure to protect your login information.

We may in our sole discretion suspend or close your account and terminate your registration at any time and without prior notice.

H. Children Under Thirteen

We do not knowingly collect Personal Information from children under the age of thirteen. If you are a parent or guardian and you are aware that your child has provided us with Personal Information, please contact us so that can take necessary action.



I. Requests to Correct and Delete Personal Information, and to Opt-Out of Certain Communications

We will take reasonable and appropriate steps to minimize the risk of inaccuracies in Personal Information, and will correct inaccurate Personal Information that you have provided to us.

You can ask us to delete the Personal Information you have provided to us. We will comply with your request subject to certain exceptions, such as if we are required by law to keep it, or if we need it to fulfill a legitimate business purpose.

You can opt-out of receiving announcements of certain information from us.

You may find out more about these choices, and ask to exercise them, by contacting us using any of the methods in the "Contact Us" section below. We may need to authenticate or verify your identity or authority to make the request, and confirm that the Personal Information relates to you. Only you (or a person that you authorize to act on your behalf) may make such a request.

We will do our best to respond to your request within 45 days, but if we need more time, we will reach out to you as soon as possible and let you know the reason.

J. Changes to this Notice

We may update or change this Notice at any time, including as needed to comply with the law or to reflect feedback. We will not notify you individually, but will post the updated Notice (with its effective date) on our Sites.

Please review this Notice periodically.

K. Contact Us

For questions about this Notice, or to ask us to correct or delete Personal Information or to opt-out as described above, please contact us at:

Capital Pride Alliance
2000 14th ST NW Suite 105
Washington, District of Columbia 20001

Email Address: support@capitalpride.org

Telephone number: (202) 719-5304

Commented [KM1]: We recommend a dedicated and monitored email address such as privacy@capitalpride.org

Commented [KM2]: We recommend a toll-free option