

## **ACCELERATE INDIANA, INC. PRIVACY POLICY**

**Effective date:** September 8, 2021

### **Introduction**

Accelerate Indiana, Inc. (“Accelerate,” “we,” “our,” or “us”) respects your privacy and is committed to protecting it through our compliance with this privacy policy (the “Policy”).

Accelerate, an Indiana nonprofit corporation, maintains this Policy to describe the information we may collect from you, or that you may provide to us when you interact with the Site (defined below) or our Services (defined below), how we use and share that information, and your options with regard to our use of that information.

### **Scope of the Policy**

This Policy applies to information collected through our website, [www.accelerateindiana.org](http://www.accelerateindiana.org), (the “Site”), apps operated by us, and other products or services that display or link to this Policy (collectively, the “Services”).

This Policy does not apply to websites, mobile apps, or other online products and services that have their own privacy policy or otherwise do not display or link to this Policy.

### **This Policy is Part of Our Terms and Conditions**

This Policy is part of the Terms and Conditions that govern your use of this Site and the Services. Please take a few minutes to review this Policy and the Terms and Conditions to familiarize yourself with our practices and your obligations when using this Site and our Services. Your use of this Site and the Services constitutes consent to be governed by the Terms and Conditions and this Policy.

### **Updates to this Policy**

We review our privacy practices from time to time, which are subject to change. We ask that you periodically review this page to remain familiar with the most current version of our Policy. Information collected after the posted effective date will be treated in accordance with the then most current Policy. When this Policy changes, we will update the “Effective date” at the top of the page.

### **Information We Collect**

In certain areas of the Site and Services, we may ask you to submit information that identifies you as an individual (“personally-identifiable information” or “PII”) to us, and we may invite you to request information from us. In addition to any information that you may voluntarily provide, the Site and Services may automatically collect information about you and your use of the Site or Services.

## **Information We Automatically Collect**

We automatically collect information about your interactions with our Site and Services, including information about the device you use to access the Site or Service.

*Cookies and Device Identifiers.* A cookie is a small file placed on your device when you visit a website that can be understood by the website that issued the cookie. We use cookies and other technologies, including device identifiers, to collect information and support certain features of the Site and the Services. For example, we may use these technologies to:

- collect information about how visitors use the Site and the Services (for example, which pages they visit, which links they use, and how long they stay on each page);
- support the features and functionality of the Site and the Services (for example, to save a visitor the trouble of re-entering information already in our database or to prompt the settings they established on previous visits);
- personalize a visitor's experience when they use the Site and the Services; and
- improve our marketing efforts, including targeted advertising.

We may use both session cookies and persistent cookies. A session cookie expires when you close your browser. A persistent cookie remains on your hard drive for an extended period of time. The information we collect using cookies and similar technologies may or may not be directly identifying of you, but we may link it to PII that you provide. If you do not wish to receive cookies, you may set your browser to reject cookies or to alert you when a cookie is placed on your computer. Although you are not required to accept cookies when you visit our Site or Services, you may be unable to use all of the functionality of the Site or Services if your browser rejects cookies.

*Information from Your Computer or Mobile Device.* When you access the Site or Services through your computer or mobile device, we may automatically collect certain information from and/or about your device, such as IP address, access dates and times, information about your approximate location (as determined through your IP address), hardware and software information, mobile and computer or hardware device information. This information allows us to understand how you've used the Site or Services, and other actions you have taken in connection with your use of the Site and Services. We automatically collect log data when you access and use the Site and Services.

## **Information You Provide to Us**

*Account Registration Information.* When you sign up for the Services, you provide us with your basic contact information, including your name, email address, and phone number. We use this information to better understand who you are and what content might be relevant for you, to communicate with you about your account, and to send you messages about the Services.

*E-Mail Content and Newsletters.* You may choose to provide us with PII in an email message to one of the addresses listed on our Site or Services or by submitting your information in a

“Contact” section of the Site or Services. We use this information to respond to your message, or to register you for the Services, and we may use it to market or promote relevant services to you. If you sign up for an email newsletter, you have the option to unsubscribe at any time. Any information you choose to provide regarding special interests may be used for marketing and promotional purposes. By providing this information, you may receive occasional email messages from Accelerate or an affiliated organization.

*Additional Sources of Information.* You may provide additional information to us when you request information about our Services. We may receive this information from you through email, the Site or Services, or over the phone. This information may be combined with other information received through the various channels through which you interact with us.

### **How We Store Information**

We use appropriate technical and organizational measures to ensure a level of security that is reasonable and appropriate to the risk of the information we hold. We leverage reputable vendors to assist in the provision of our services. Unfortunately, the transmission of information over the Internet is not without risk, and although we implement appropriate and reasonable methods to protect your PII, we cannot guarantee the security of that information. Any transmission of PII through the Site or Services is at your own risk and we are not responsible for circumvention of our security measures.

### **Third-Party Analytics Tools**

Beyond the information you voluntarily provide to us directly, Accelerate utilizes analytics tools, including third-party technologies such as Google Analytics, to collect information and help us understand how visitors engage with our Site. To learn more about Google Analytics, click [here](#). To learn more about how Google uses data collected through partner sites or applications, click [here](#).

### **Third-Party Advertising Tools**

When you use our Site, third parties may deliver cookies or other tracking technologies, including web beacons or tracking pixels to your computer or mobile device for the purpose of tracking your online behaviors across nonaffiliated websites, and to deliver targeted advertisements on other nonaffiliated websites.

### **How We Use Information**

We use the information we collect to provide you the Services, enhance your experience on our Site and Services, to improve our Services, and for marketing and promotional efforts. For more details about how we use information, please see below.

*Use of Information You Provide to Us.* Generally, we may use information you provide to us through the Site and Services:

- to provide the information, content and Services you request;
- for security or fraud prevention purposes;
- to provide you with effective customer service;
- to provide you with a personalized experience when you use our Site;
- to contact you with information and notices related to your use of our Site or Services;
- to better understand your needs and interests;
- to improve the content, functionality and usability of this Site;
- to improve our Services;
- to improve our marketing and promotional efforts; and
- for any other purpose identified in an applicable privacy notice, click-through agreement, or other agreement between you and us.

Please see “Your Choices” below for information about the choices you have about the ways we use the information we collect about you.

*Use of Aggregated Information.* We may use information gathered through the Site and the Services to create a compiled, aggregate view of the Site’s and Service’s audiences and their visitors’ usage patterns. We use aggregated information to improve our content, operate our services, and to better understand our audience as we develop new products and services. We may also share aggregated information—which no longer identifies any individuals—with our third-party service providers as well as with potential advertisers, so they can better understand and/or market to our audience.

### **Third-Party Data Sharing and Disclosure**

*Compliance with Law or Protection of Rights.* We may disclose information we collect, including your PII, when we, in good faith, believe disclosure is appropriate to comply with the law, a court order, or a subpoena. We may also disclose your PII to prevent or investigate a possible crime, such as fraud or identity theft; to protect the security of the Site or Services; to enforce or apply any applicable terms of use or other agreements; or to protect our own rights or property, or the rights, property, or safety of others. We may also disclose PII as permitted or required by applicable law to government and regulatory organizations, such as the Federal Bureau of Investigation (FBI).

*Business Negotiations.* We may contemplate, for strategic or other reasons, selling, buying, merging, or otherwise reorganizing our businesses. In negotiating with a third party about entering into such an arrangement, we may need to disclose your PII. In such cases, we will take reasonable measures to protect the PII we disclose, for example, by requiring a prospective partner or purchaser to sign a non-disclosure agreement limiting the use and protecting the confidentiality of the information.

*Business Transfers.* We may transfer the information you submit on or through the Site or Services, including PII, to a partner or buyer or other successor in the event of a merger, divestiture, transfer of control, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our assets, whether as a going concern or as part of bankruptcy,

liquidation, or similar proceeding, in which PII held by Accelerate, a subsidiary, or an affiliated company about our Site's and Service's users is among the assets transferred.

*Vendors.* We may from time to time retain third-party vendors in order to help us manage the Site and Services and allow us to better serve you.

We may contract with third parties who use cookies to collect information on our behalf. These parties maintain their own confidentiality and security standards. We may contract with companies or others to provide certain services, including data management and promotional services. We provide these service providers with the information they need to perform these services.

We may also share information, including PII, to third-party vendors to help us provide the Services. For example, we may use a service provider to host information we collect or other aspects of our Services. Such vendors have access to PII for a limited purpose and for a limited period of time.

We do not disclose PII to third parties for their own direct marketing purposes.

### **Links to Third-Party Websites**

The Site may have links to other websites or resources over which Accelerate does not have control. Such links do not constitute an endorsement by Accelerate of those websites. You acknowledge that Accelerate is providing these links to you only as a convenience, and you further agree that Accelerate is not responsible for the content of such websites. Your use of such websites is subject to the terms of use and privacy policies located on the linked websites.

### **Your Choices**

*In General.* We respect your right to make choices about the ways your PII is collected and used. For example, we will include instructions to unsubscribe from communications in each electronic newsletter or promotional email we send you.

*Unsubscribe from Newsletters or Promotional Communications.* We want to provide you information that is valuable to you. If at any time you wish to be taken off our mailing lists, please follow the unsubscribe instructions included in our communications to you or contact us by email at [customersupport@investedindiana.org](mailto:customersupport@investedindiana.org), or by mail at the address listed below. Please provide your full name, postal address and email address so that we can find you on our mailing lists. Once we have the information we need, we will remove you from our mailing lists as you have requested. Please give us a reasonable amount of time to honor your request.

*Opt-Out Links.* We do not control how third parties use your information, but you can opt out of certain third-party activities at the links below.

To opt out of Google Analytics, please visit: <https://tools.google.com/dlpage/gaoptout>.

To opt out of certain ad functions, please visit: <https://youradchoices.com/control>.

*Do Not Track Mechanisms.* Because of the changing state of technology and indecision within the industry regarding the meaning of Do Not Track signals, we currently do not make any guarantee that we will honor Do Not Track signals.

### **Children's Privacy**

Our Site and Services are not intended for individuals under the age of 13. Children under 13 years old may not use the Site or Services or access their content without the written permission of a parent or guardian. If you believe that a child under the age of 13 has submitted information on or through the Site or Services without the consent and supervision of a parent or guardian, please contact us as indicated below.

### **Contact Us**

If you have any questions regarding this Policy, please contact us via email at [customersupport@investedindiana.org](mailto:customersupport@investedindiana.org), by phone at 317-715-9002, or at the following address:

Accelerate Indiana  
11595 N. Meridian St.  
Suite 200  
Carmel, IN 46032