

## **Privacy Policy**

Your privacy is important to us. To better protect you, we provide this notice outlining what information is collected by National Fallen Firefighters Foundation and how that information is used. This policy applies to both [www.firehero.org](http://www.firehero.org) and the [www.everyongoeshome.com](http://www.everyongoeshome.com) web sites, which are owned and operated by the National Fallen Firefighters Foundation ("NFFF").

### **Information Collected**

To enable you to make donations, register to participate in one of our events or programs, submit or update information about a fallen firefighter or an honoree, order products or services from the Foundation store, express an opinion or respond to requests, we may ask that you submit personally identifiable information. The types of personally identifiable information that may be collected include: name, address, e-mail address, telephone and fax number, payment information, including credit number, and information about your interests in and use of various programs, services, and offerings.

We also collect certain non-personally identifiable information when you visit many of our Web pages such as the type of browser you are using (e.g., Netscape, Internet Explorer), the type of operating system you are using (e.g., Windows 2000 or Mac OS), and the domain name of your Internet service provider (e.g., America Online, Earthlink).

### **How We Use the Information**

This personally identifiable information is used to process your request, to contact you (via e.g., e-mail or phone) regarding your donation, purchase, use of our Web sites or changes to our privacy notice, Terms of Use, or other policies or terms that affect you and your use of our Web sites.

We also use personally identifiable information to provide you with additional opportunities to learn about programs and services we believe may be of interest to you. In addition, we may, on occasion, combine personally identifiable information we receive from you with outside records to enhance our ability to offer to you products or services that may be of interest to you.

We may share personally identifiable information collected at these sites with agents to assist us in providing our programs and services. These agents and contractors are required to protect this information in a manner that is consistent with this Privacy Policy by, for example, not using the information for any purpose other than to carry out the services they are performing for us.

We also may disclose personally identifiable information in the following instances:

*Legal Action:* We may disclose information about our users, including personally identifiable information, when legally required to do so, at the request of governmental authorities conducting an investigation, to verify or enforce compliance with the policies governing our Web sites and applicable laws, or to protect against misuse or unauthorized use of our Web sites. We also may disclose user information whenever we believe disclosure is necessary to limit our legal liability; to protect or defend our rights or property; or protect the safety, rights, or property of our users.

*Corporate Change:* We may sell, transfer, or otherwise disclose user information, including personally identifiable information, to a successor entity in connection with a merger, consolidation, the sale of substantially all assets, or other change.

## **Your Choices**

As noted above, we may use the personally identifiable information we collect from you online to provide you with opportunities to offer you programs and services that may be of interest to you. If you would like to opt out of future promotional materials from us, you may indicate this preference by following the unsubscribe instructions at the end of e-mail communications or e-mailing us at [privacy@firehero.org](mailto:privacy@firehero.org).

## **Cookies**

To enhance your experience with our sites, many of our Web pages use “cookies.” Cookies are text files we place in your computer’s browser to store your preferences. Cookies, by themselves, do not tell us your e-mail address or other personally identifiable information unless you choose to provide this information to us by, for example, registering at one of our sites. However, once you choose to furnish the site with personally identifiable information, this information may be linked to the data stored in the cookie.

We use cookies to understand site usage and to improve the content and offerings on our sites. For example, we may use cookies to personalize your experience at our Web pages (e.g., to recognize you when you return to our site). You may adjust your browser to reject cookies from us or from any other Web site. Please consult the “Help” section of your browser for more information. However, certain areas of our sites can be accessed only in conjunction with cookies or similar devices and you should be aware that disabling cookies or similar devices might prevent you from accessing some of our content.

## **Data Security**

We have put in place safeguards to help prevent unauthorized access to and maintain security of information collected online. For example, we use encryption technologies in connection with the collection of credit data for online donations.

## **Reviewing Information**

To access the personally identifiable information that we have collected that we maintain, to correct factual errors in such information, or to update your preferences or other portions of your user profile, please log into your account and make changes accordingly or contact us using the information provided below.

## **Links**

These sites may include links to other sites, such as our major donors and social service agencies. We are not responsible for the content or the privacy policies of other sites.

## **Updates to Policy**

As we continue to expand our offerings, we may, from time to time, update this policy. We will notify you regarding material changes to our practices through a posting at our Web sites.

## **Contact Us**

If you have any questions regarding this policy or our use of information, please contact us at:

National Fallen Firefighters Foundation

P.O. Drawer 498

Emmitsburg, MD 21727

(301) 447-1365-phone

privacy@firehero.org]

This policy is in effect as of November 17, 2006.