

PRIVACY POLICY STATEMENT

Last Updated June 2015

National Fallen Firefighters Foundation ("we", "us," or "NFFF") has developed this policy statement to assist end users of or donators visiting (referenced herein as "you" or "user") the NFFF offline donation platforms or family of sites (including *firehero.org* and *everyonegoeshome.com*) in understanding why NFFF (or one of its affiliates) collects particular personally identifiable information (the "Privacy Policy"). The following Privacy Policy summarizes the personally identifiable information gathering and use practices for NFFF's offline donation platforms or NFFF's various sites (collectively, as referenced herein, as the "Site" (although collection or use of information will vary based on the donation activity undertaken or Web site visited by you)). Please read the entire Privacy Policy before using or submitting information to the Site. Personally identifiable information ("PII") includes information that can be linked to a specific individual, such as a name, address, phone number, or e-mail address.

NFFF reserves the right to change this Privacy Policy at any time to address changes to its information collection, disclosure, or use practices or changes in law. If NFFF makes changes to this Privacy Policy, NFFF will post those changes at this location and provide notice of any material changes so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it. Please review this Privacy Policy on a periodic basis.

Information NFFF Collects

PLEASE NOTE: THE TYPE OF DATA COLLECTED BY NFFF WILL VARY WITH THE FUNCTIONALITY OFFERED BY THE SITE AND YOUR USE OF THE SITE. MOREOVER, CERTAIN DATA SUBMISSION IS VOLUNTARY. Below, we provide specific examples of the types of PII NFFF may collect through the Site.

Contact Information: NFFF may request or require contact information, such as your name, address, phone number, facsimile number, and e-mail address.

Demographic Information: NFFF may collect demographic and general profile data (e.g., educational, professional, and geographic information).

Transactional Information: NFFF may maintain a database of aggregated information about the transactions on the Site (e.g., tool or feature (and related database) utilization, registration information, and article, product, activity, or content selection data).

Financial Information: NFFF may use credit card account information.

Technical Information: NFFF may also collect Internet Protocol (IP) addresses from all users of our Site as well as the date and time of access and the Web page(s) accessed. NFFF may also catalog your log-in information and the type of computer, browser, or operating system used by the user.

Location Information: NFFF may provide certain features or services that rely upon device-based location information using GPS (where available), IP Address and crowd-sourced Wi-Fi hotspot and cell tower locations. To provide such features or services, where available, NFFF and its business partners, service providers, and licensors must collect, use, transmit, process, and maintain your location data, including but not limited to the geographic location of your computer or mobile device.

NFFF Use of that Information

To operate the Site and provide certain of its features, tools, and functionality (including any online application or solution) and otherwise improve the quality of the information and services NFFF offers to you, NFFF collects various PII (as described above) from different parts of its Site. NFFF gathers most information during the registration or content submission processes it utilizes to allow for and to enable use of the Site and certain other software, solutions, information, and/or services. But, NFFF may collect or request PII at other times, including, but not limited to, when reporting on operation of the Site, when you report a problem with the Site, when you complete survey forms, when you sign up for product or event opportunities through the Site, when you make a donation, when you make a purchase, when determining your location, and when you request to receive communications from NFFF.

The Site offers two different levels of access and service: (1) publicly available information areas and (2) registered user areas where an individual can access particular features, functionality, or resources (the "Registered User Section(s)"). Parts of the Site are informational in nature and publicly available to all users. Consequently, until you register, make a donation, participate in surveys, sign up for a product or event, or receive information from NFFF, you are able to browse areas of the Site without providing any PII, although your browser may tell us about certain technical information.

Below, is more detail on how NFFF uses your PII.

Contact Information: NFFF may use your contact information in connection with the provision of its products, solutions, services, and content, including such services or online software applications related to or enabling display, submission, or storage of your PII, and to enable you to participate in the Site's activities, applications, promotions, communication forums, and offerings. NFFF may also use your contact information to facilitate registration for a particular program, event, product, or service, to allow you to update information about a fallen firefighter or honoree, to facilitate employment application opportunities, to advertise its products or services and the goods or services of third parties, to create a personalized or geo-specific experience for you, to provide you with news and information, to contact you regarding a survey, and to get in touch with you when necessary with respect to transactions conducted through the Site, material changes in our Site's policies and agreements, new programs, events, products, or services NFFF may offer, or otherwise.

NFFF also uses your contact information when you make a purchase, order, or donation. Unless you provide NFFF with your prior consent for the following use, please note that any information submitted solely for the purpose of making a donation will not be traded, shared, or sold by NFFF or shared by NFFF with other entities for the purposes of facilitating donor mailings on behalf of other organizations.

In addition, we may supplement the PII collected from you with information from other sources, such as from NFFF's affiliates or business partners, or engage in cross-border transfers of PII, in order to provide or enhance our ability to provide or advertise our services and/or the services of others and to otherwise tailor the Site. Please also note that certain PII may be made available for public review on the Site in connection with the Site's communication forums or with respect to services offered for fallen firefighters or honorees. We may also share your contact information with NFFF's agents, contractors, and service providers, as is necessary to provide or improve our products, services or online solutions, including any services for storage of PII or support of systems processing or storing PII, and to allow for the on-line registration for communication forums, products, or services, the online provision of software

applications, the on-line submission of donations, for advertising purposes, for market analysis, and for internal business purposes.

Demographic & Survey Information: NFFF may use demographic information for marketing, administrative, management, and monitoring purposes in order to continue to provide or improve the Site and its solution, product, or service offerings. In addition, NFFF may share, license, and/or sell survey results and aggregated demographic data collected through the Site with its affiliates, business partners, the general public, the news media, and with the U.S. Government and state governments, not only as may be required by law, but also for advertising purposes, for release to third parties, and to participate in government programs and initiatives. But, such survey or aggregated information will not identify any particular user.

Transactional Information: NFFF may share, license, and/or sell transactional data on an aggregated basis, which will not identify any particular user, with advertisers or other third parties, including our business partners, for business purposes.

Financial Information. NFFF may use credit card or online payment information to process donations or payments for events, products, programs, or services on the Site.

Technical Information: NFFF may use technical information, such as your IP address or browser type, to help diagnose problems with our servers, analyze Site usage trends, track user movements on the Site, and to otherwise manage and monitor our Site.

Location-Based Information: NFFF may use and share your location data, including the real-time geographic location of your computer or mobile device to provide certain location-based services to you on the Site. Unless you provide consent, this location data is collected anonymously in a form that does not personally identify you and is used by NFFF and our partners and licensees to provide and improve location-based products and services. For example, your device may share its geographic location with application providers when you opt in to their location services.

Business Transactions: In the event that NFFF goes through a business transaction, such as a bankruptcy event, merger, investment transaction, or acquisition by another entity involving the sale of all or a portion of its assets, please note that the PII collected and retained by NFFF may be among the assets transferred or reviewed. In the event a transaction of this kind occurs that results in the transfer of PII to a purchaser of all or a portion the assets of NFFF, NFFF will notify you via e-mail and/or place a prominent notice on the Site for thirty (30) days of any such change in ownership or control and the possible changes to this Privacy Policy.

Legal Action. NFFF may disclose PII when legally required to do so in accordance with subpoenas, government requests or regulations, or legal proceedings. We may also disclose PII to protect against misuse or unauthorized use of the Site or as is otherwise required to limit legal liability, protect or defend our rights, property, or interests, or protect the safety, rights, or property of other end users or customers.

Cookies and Other Tracking

NFFF or its contractors may use cookies, web beacons, tags, log-in files, and/or other similar data collection or tracking techniques to enhance and/or monitor your experience while using our Site. Cookies and other related techniques are generally pieces of information, which NFFF uses for record-

keeping purposes and which the Site may transfer to us and/or your computer's Web-browser for storage on our server(s) or your computer's hard drive. Cookies and other related techniques enable NFFF to manage and/or customize your experience on the Site, including available advertisements. Cookies and other related techniques also make Web-surfing or site review easier by automatically performing certain functions such as saving your personal preferences and by providing targeted advertising. NFFF, however, will not use cookies to record passwords or credit card or other financial information. Moreover, you can delete any cookies residing on your hard drive by following the instructions for your Web browser.

Many consider the use of cookies to be an industry standard. Consequently, your Web browser is likely set to accept cookies. If you would prefer not to receive cookies, however, you can alter the configuration of your browser to refuse cookies. If you choose to have your browser refuse cookies, you should understand that it is possible that some areas of our Site will not function properly when you view them.

External or Third Party Web Sites

To the extent hyperlinks or gateways (whether through banner advertisements, hypertext, or otherwise) are utilized to access external or third party sites, you should be aware that these external or third party sites may collect PII and are not controlled by NFFF and therefore, are not subject to this Privacy Policy. This Privacy Policy applies only to the Site and will not apply to any other entities that NFFF does not own or control or to persons that are not employees or agents of NFFF. NFFF suggests that you check the privacy policies of these sites to determine how the proprietors of these third party sites will utilize your PII.

Security & Data Integrity

As is appropriate for the nature of PII collected and stored by NFFF, the Site has industry standard security measures or safeguards in place to protect against the loss, misuse, and alteration of the information under NFFF's control. NFFF will also use commercially reasonable efforts to preserve data in its original form to the extent possible and as consistent with any processing that is direct by you or necessary for NFFF to provide the Site or its related services, programs, and products as described herein. Although NFFF has endeavored to create a secure and reliable Site, the confidentiality of any communication or material transmitted via the Internet cannot be 100% guaranteed. Accordingly, you should consider carefully if you want to submit sensitive information via the Internet.

NFFF also verifies that any service providers we engage employ reasonable safeguards when carrying out their services on our behalf. We also prohibit those entities from using or disclosing your information except for a limited purpose and only to the persons for whom disclosure was intended or as otherwise permitted (or required by law). Service providers to whom we disclose personal information must agree to contractual requirements consistent with our privacy statements. We prohibit our service providers from using personal information except for the specific purpose for which we provide it to them, and require them to comply with legal obligations applicable to the personal information at issue.

Your Choices

The collection, use, and distribution of your PII is necessary for NFFF to provide certain features, products, applications, and services and to operate the Site. For example, all users who register for the Registered User Section(s), provide or update a fallen firefighter or honoree, subscribe to online solutions

or applications, purchase products or services, register for an event, program, seminar, or training, and/or seek to receive information or newsletters from NFFF will need to agree to NFFF's use and collection of PII. Once registered with the Registered User Section(s), NFFF maintains your information so long as you are registered as a user and/or for NFFF's services at the Site.

But, certain of NFFF's other programs are completely voluntary and as you are otherwise permitted to browse through and access the non-restricted areas of the Site, you can decide on your own if you wish to provide your PII or opt-out of doing so. For example, if NFFF conducts a survey, you do not have to participate unless you agree to do so.

NFFF also provides you with the opportunity to opt-out of certain NFFF business practices where your PII may be used. Specifically, users may opt-out of including the PII they provide to NFFF in connection with the following activities: (i) inclusion in user postal mailings, (ii) e-mail communications sent by NFFF, (iii) facsimile communications sent by NFFF, (iv) particular advertisements, and (v) certain sharing arrangements with NFFF's business partners. Moreover, even when NFFF contacts you, from time to time, regarding its products/services, the Site, or otherwise, if NFFF sends you such a communication, NFFF specifically provides you with the opportunity to opt-out of receiving similar future correspondence or to revise the frequency of any future communications by sending a request to National Fallen Firefighters Foundation at privacy@firehero.org.

California Online Privacy Protection Act Notice: Some web browsers incorporate a "Do Not Track" feature that signals to websites that you visit that you do not want to have your online activity tracked. This is different from disabling certain forms of tracking by declining cookies in your browser settings, as browsers with the "do not track" setting enabled still have the ability to accept cookies. How browsers communicate the Do Not Track signal is not yet uniform. For this reason, the Site does not currently interpret, respond to or alter their practices when they receive Do Not Track signals. Please note that third parties may collect personal information about your online activities over time and across different websites when you visit the Site or other online websites and services. To find out more about "Do Not Track," you may wish to visit <http://www.allaboutdnt.com>.

Reviewing, Deleting, or Updating Your Information

At any time, you may go to the Site and your personal account (using your username and password) to correct, modify, or delete the information you provide to NFFF through the Site, namely, your name, demographic information, e-mail address, phone number, or address. In addition to the ability to make direct changes to the information stored in connection with your user/user profile, you may also send a communication to National Fallen Firefighters Foundation at privacy@firehero.org with any requests or changes. Moreover, when you cease to use NFFF's services or no longer wish to be included in NFFF database, you may contact NFFF at privacy@firehero.org to request to have your information removed from our database. In the event that NFFF receives such a request or change, NFFF may require you to confirm or verify any change to your record. Please note, however, that the collection and uses of certain PII is necessary to provide certain products and services through the Site and the deletion of such necessary information, e.g., an e-mail address, may render a particular service or NFFF's ability to provide it inoperable.

California Residents: Companies that collect PII from California residents and disclose such information to third parties (including affiliated entities) for marketing purposes must, in response to a request by a consumer, either (1) provide a list detailing the categories of information shared and the entities to which

such information was provided, or (2) provide a mechanism by which a consumer may opt-out of having his or her information shared with third parties. NFFF has elected the second option, and you may request that your PII not be shared with third parties by sending your request, including your full name, email address and postal address, to National Fallen Firefighters Foundation at privacy@firehero.org. California residents are also entitled to know that they may file grievances and complaints with California Department of Consumer Affairs, 400 R Street, Suite 1080, Sacramento, CA 95814; or by phone at 916-445-1254 or 800-952-5210; or by email to dca@dca.ca.gov.

What About Children?

NFFF cares about the safety of children on its Site and encourages parents and guardians to monitor their children's use of the Internet. Although the Site is suitable for a general audience, the Site is primarily intended for use only by users who are over 18 years of age, although certain areas of the Site permit participation of certain younger users when the applicable parent or legal guardian has provided NFFF with his or her separate prior consent. If you become aware that your child has provided PII to NFFF without the required consent, please contact NFFF immediately so that such information can be deleted.

Governing Law

This Privacy Policy shall be governed by and construed in accordance with the laws of the State of Maryland, U.S.A. The Site and the servers that host the Site are located in the United States. Any information you provided will be transferred to the United States. By visiting and using the Site and submitting PII thereto, you therefore authorize this transfer of your PII to the United States.

Questions?

If you have any questions about this Privacy Policy, the information collection and dissemination practices of the Site, or NFFF's use of your PII, you can contact NFFF at privacy@firehero.org.