

## PRIVACY POLICY

Tradeswomen America (“TW” or “we” or “our”) respects the privacy of every individual and is committed to protecting your privacy. This Privacy Policy (the “Privacy Policy”) provides information on the manner in which your information obtained through your use of [www.TradeswomenAmerica.com](http://www.TradeswomenAmerica.com) (the “Website”) is processed and used on this Website. TW uses your information only in ways that are compatible with this Privacy Policy. In addition to reviewing this Privacy Policy, please read our Terms and Conditions of Use. Your use of the Website constitutes agreement to both our Terms and Conditions of Use and this Privacy Policy and its Cookie Policy. This Privacy Policy does not cover information collected on sites linked to from the Website, nor does it apply to any of our data-collecting practices conducted offline. We may update or change this Privacy Policy from time to time – and you will be bound by any such updates or changes - so please check this Privacy Policy periodically for changes. The date this Privacy Policy was last updated is stated at the end of this document.

### SUMMARY

The notifications provided by this Privacy Policy include:

- What personally identifiable information we collect from you through the Website.
- How we use the information we collect.
- With whom the information may be shared.
- The kind of procedures we employ in an effort to hinder the unauthorized access, use or disclosure of information you provide to us.
- Information related to third-party websites.

**Personal Information Collected:** TW collects personal information from you (for example, your name, postal address, email address, and other data) when you provide personal data through our Website. The Website generally collects personally identifying information with your specific knowledge and consent, and as further described below.

*Donate:* If you make a donation through the Website via the “donate” button, you will be asked to provide certain personally identifying information, such as your name and home address, as well as your credit card billing information, in order to process the donation. The credit card information that you provide at the time of donation is used only to process your donation and will not be stored or used for any other purpose. However, if you opt to make a recurring donation, your credit card information will be stored and used for the purpose of processing your recurring donation. Please note that we work with third parties to host and administer the donation processing, and any information you share may also be shared with such third parties.

*Contact Us:* The Website provides a “contact us” link for questions related to the work we do. If you contact us through any of these contact forms, we will collect your email address and any other personal information that you provide to us. We will use the information you provide to contact you back and to respond to any requests and/or questions.

*Shop:* If you opt to buy an item from our online store, we will ask you to provide certain personally identifying information, such as your name and home address, as well as your credit card/PayPal/other payment provider billing information in order to process the transaction. The credit card/PayPal/other payment provider information that you provide will only be used only to process your transaction(s) and will not be stored or used for any other purpose. Please note that we work with third parties to host and administer the shop, and to process your payment transactions, and any information you share may also be shared with such third parties.

All other areas of the site: The website provides other areas with which you can view, interact and share. If you opt to participate in any of these areas, including the private member login area, you will be asked to provide an email address as a first step. Please note: this information may be collected by third parties that may each have their own privacy policy and terms of use. We only work with approved partners and are very selective.

## **NON-PERSONAL INFORMATION WE COLLECT BY AUTOMATED MEANS AND HOW WE USE IT**

We also collect certain non-personal information (data in a form that does not support direct association with any specific person or individual) by automated means when you visit the Website. Much of this information is collected through the use of third-party tracking services, which includes Google Analytics. The information collected may include usage information, such as the numbers and frequency of users to the Website, pages visited, web browsing histories, online purchases and searches, social networking activities and similar data. When gathered, this data, if used, is used in the aggregate, and not in a manner that is intended to identify you personally. This type of aggregate information may be shared with third parties at any time. In addition to the third-party tracking services mentioned above, we also collect this information through various other means, including “cookies” and IP addresses, as further explained below.

*Cookies* - We receive and store certain types of information whenever you interact with us. A cookie is a piece of information that a web server may place on your computer when you visit a website. Cookies are used for a variety of reasons, including improving a user’s website experience.

Most browsers will tell you how to stop accepting new cookies, how to be notified when you receive a new cookie, and how to disable existing cookies. However, without cookies you may not be able to take full advantage of all the features, functionality, and resources available on our Website.

*IP Addresses* - When you visit the Website, TW and third parties with whom we have contracted to provide services for us may collect Internet Protocol addresses (each an "IP Address"). An IP Address is a unique identifier number that certain electronic devices use to identify and to communicate with each other on the Internet; your Internet Service Provider automatically assigns an IP Address to the computer that you are using. We gather this information to track website visitor movement in the aggregate and to gather broad demographic information for aggregate use. Our goal in gathering this information is to learn how our customers and the public are using our service. We may use this information to enhance our Website or for other lawful purposes.

*Do Not Track* - Every time your computer sends or receives information over the Web, the request begins with some short pieces of information called "headers." These headers include information like what browser you are using, what language your computer is set to, and other details. The Do Not Track technology provides individual users with the ability to include a simple, machine-readable header indicating that they don't want to be tracked, and sends a signal to Web sites' visited requesting that the website disable either its tracking or cross-site user tracking of an individual user. Currently, various browsers – including Internet Explorer, Google Chrome, Firefox, Opera and Safari – offer a "do not track" option. Presently, there is no consensus on how Do Not Track should be interpreted, and no common or accepted industry standard for implementing. Consequently, please note that TW's Website does not currently respond to browsers' Do Not Track signals, and as such your activities will be tracked, regardless of whether you have opted to enable the Do Not Track option offered by your browser.

## **CHILDREN'S PRIVACY**

We do not knowingly collect, use, or disclose personally identifiable information about visitors less than 16 years of age. If you are under the age of 16, you must ask your parent or guardian to assist you while accessing/viewing this Website. If you are the parent or guardian of a child under 16 years of age and believe that they have disclosed personally identifiable information to us, please contact us through our website contact page so that we can delete your child's information.

## **THIRD PARTY WEBSITE/LINKS TO OTHER WEBSITES**

We may provide links to third-party websites, such as U.S. Bureau of Labor Statistics – to provide you additional information and resources. Additionally, some of the functionality and features may occur on third party website – for example, if you opt to apply for a Scholarship, you will be redirected to a page on the Scholarship area, or if you opt to purchase a product from our store you will be directed to pages related to the store. Please note that in some instances we have no affiliation with some of these other approved parties we work with, and in those situations cannot control and are not responsible for the information

collection, use, and disclosure practices of such third parties; we encourage you to review and understand their privacy practices and policies, if any, before using providing any personally identifying information to them. We are not responsible for any other content or information of these websites, any additional products or services that may be offered through advertisers or third parties, or any other use of the linked website.

**Security:** We maintain – and ask that any third-party partners who may store information on our behalf to maintain – administrative, technical, and physical safeguards for the Website designed to protect your personal information against theft, loss, misuse or unauthorized access, disclosure, alteration, or destruction of the personal information that we collect from you. No website, application or transmission, however, can guarantee security. Thus, while we have established and maintain what we believe to be reasonable procedures to protect the confidentiality, security, and integrity of personally identifying information obtained through the Website and we strive to protect your personal information, we cannot ensure or warrant the security of any information you transmit to us. We encourage the use of Zelle where offered as it reduces any presentation of financial information while successfully resulting in the intended financial transaction(s). Zelle is widely used by most legitimate members of the finance industry.

**Your Consent:** By using our Website, you consent to the collection, use, and disclosure of information in accordance with the terms of this Privacy Policy. We reserve the right to modify or amend this Privacy Policy at any time. If we change our Privacy Policy, we will post any changes on this page.

## **HOW WE MAY SHARE YOUR INFORMATION**

We may disclose all of the information (described herein) that we collect, as stated in this Privacy Policy including in accordance with the terms set forth in this section. TW works with a variety of third-party partners in order to allow us to make the Website available to you, to host and store the information we collect from you, and to provide certain functionality and features, such as to process payment/donation transactions. As an example, in order to process payment/donation transactions that occur on our Website, we may work with Stripe, Inc., and therefore Stripe will have access to the information you provide to us in conjunction with a donation. Except as stated in this Privacy Policy, we do not reveal personally identifiable information about you to third parties for their independent use unless: (1) you expressly authorize TW to do so, (2) it is necessary to allow TW and its service providers or agents to provide services on TW's behalf, (3) in order to provide products or services to you, (4) it is disclosed to entities that perform marketing or data aggregation services for TW, (5) it is necessary in connection with a sale of all or substantially all of the assets of TW or the merger of TW into another entity or any consolidation, share exchange, combination, reorganization, or like transaction in which TW is not the survivor, (6) otherwise as TW is required or permitted to do so for any or all of the following reasons: (i) to comply with a

subpoena, legal process, government request or any other legal obligation, (ii) to prevent, investigate, detect, or prosecute criminal offenses or attacks on the technical integrity of the Website or our network, and/or (iii) to protect the rights, privacy, property, business, or safety of TW, their partners and employees, the visitors of the Website, or the public.

## **YOUR INFORMATION AND YOUR CHOICES**

To the extent required by law, we provide you with reasonable access to the personally identifiable information you provide to us. Upon appropriate written request we will update or amend your information, but we reserve the right to use any information previously obtained to verify your identity or take other actions that we believe are appropriate and lawful. We will endeavor to comply with your request as soon as reasonably practicable. We may decline to process requests that are unreasonably repetitive, require disproportionate technical effort, jeopardize the privacy of others, are impractical, or for which access is not otherwise required by local law. Please note we may need to retain certain information for record keeping purposes, and there may also be residual information that will remain within our databases and other records, which will not be removed from such locations. Finally, please note that we are not responsible for removing or deleting information from the databases of third parties (such as service providers) with whom we have shared information about you.

## **USE OF THE WEBSITE FROM OUTSIDE THE UNITED STATES**

We do not represent or warrant that the Website, or any part thereof, are appropriate or available for use in any particular geographic location. If you choose to access our Website, you do so on your own initiative and at your own risk, and are responsible for complying with all local laws, rules, and regulations applicable in your jurisdiction. Please note that the Website is hosted in the United States and is governed by United States law. If you are visiting the Website from outside the United States, please be aware that your information will be transferred to, stored and processed in the United States where our servers are located and our central database is operated. The data protection and other laws of the United States and other countries might not be as comprehensive as those in your country. By using the Website, you consent to your information being transferred to our facilities and to the facilities of those third parties with whom we share it as described in this Privacy Policy.

## **PRIVACY QUESTIONS AND CONTACTING US**

If you have any questions or concerns about our Privacy Policy or data processing, please contact us using the Contact Page at our website.

## **PRIVACY POLICY EFFECTIVE DATE**

This Privacy Policy is effective as of February 1, 2021.