

LiftUp Communities Privacy Notice

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LiftUp Communities, along with its affiliates and subsidiaries (collectively, “LiftUp,” “we,” “our,” or “us”) empowers its clients as they work to lean into their agency and increase their well-being while also creating a ripple effect for their networks’ overall health and economic stability. Our mission-aligned platform maximizes our ability to expand impact on individual clients and offers a unique opportunity to support our communities holistically, both immediately and for generations to come. This Privacy Notice details our practices in collecting, using, disclosing, and otherwise processing your personal information, as well as the choices you have regarding such personal information. For information about your privacy choices, please review [Section 7 Your Privacy Choices](#).

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1. Scope

Except as otherwise described below, this Privacy Notice applies to the personal information LiftUp collects and processes related to: visitors to our website, liftupchicago.org and lucchicago.org, where this Privacy Notice is posted (the “Site”); individuals who use, access, or otherwise interact or engage with the services made available through our Site; individuals who register for or participate in our events, surveys, or workshops through the Site; individuals who subscribe to our mailing list; current, former, and prospective business partners; and individuals who communicate or otherwise interact or engage with us (collectively referred to as the “Services”).

Not in Scope. This Privacy Notice does not apply to the personal information that we collect and process about employees, contractors, personnel, job applicants, or candidates. This Privacy Notice also does not apply to the personal information that we collect offline.

2. Personal Information Collected

As further described below, we collect personal information directly from individuals, third parties, and automatically through your use of our Services.

Personal Information Collected Directly From You. The personal information we may collect from you depends on how you use our Services or otherwise interact or engage with us, but generally includes:

- **Identifiers/contact information.** When you contact us, including via email, phone, or our online contact form, we collect certain personal information from you, such as your name, phone number, email address, and any personal information that you otherwise submit to us. We may also collect your phone number if you choose to subscribe to receive text messages from us.
- **Survey responses.** If you choose to participate in our surveys, we may collect your survey responses, including information regarding demographics, preferences, and your opinion about our Services. Participation in our surveys is voluntary.
- **Professional information.** When you work with us in your professional capacity, we may collect your business' name, postal address, and phone number, your email address, and your position with the business.
- **Communications and interactions.** When you email, call, or otherwise communicate with us or members of our team, we collect and maintain a record of your communications.
- **Events and/or workshops.** If you register for or attend an event and/or workshop that we host or sponsor, we may collect personal information related to your registration for and participation in such event and/or workshop.
- **Transaction information.** When you make a donation through the LiftUp Communities website, we collect information such as Name, Address, City, State, Zip Code Credit Card Information, Amount
- **Other information.** Depending on your interactions with us, we may collect additional information such as personal information related to your interactions with our Services.

Personal Information from Third Parties. We may collect personal information about you from third-party sources, such as public databases, joint marketing partners, social media platforms, or other third parties.

- We may receive lead and prospect information from third parties about prospective collaborators, investors, and/or donors who may be interested in engaging with us.
- If you post information about us or engage with us on third-party platforms, such as through your social media account, we may collect personal information about you from that third-party platform or account (e.g., your social media username and/or handle). These third-party platforms and services control the information that they collect and share about you. For information about how they may use and disclose your information, including any information you make public, please consult their respective privacy policies.

Personal Information Collected Automatically. We automatically collect and derive personal information related to your use of our Services and your interactions with us. Such information may include:

- **Device and browsing information.** We use cookies, log files, pixel tags, and other tracking technologies to automatically collect information when users access or use our Services. We may collect IP address, general location information, domain name, pageviews, date and time stamps, browser type, device type, device ID, Internet service provider, referring and exiting

URLs, operating system, language, clickstream data, and similar device and usage information. For more information, see [Section 6 Cookies and Tracking](#).

- **Activities and usage.** We also collect activity information related to your use of the Services, such as information about links clicked, searches, features used, preferences, items viewed, items purchased, and time spent within the Services.
- **Location Information.** We may collect or derive location information about you such as through your IP address. With your permission, we may also collect geolocation information from your device. You may turn off location information sharing through your device.

3. Purposes for Collecting and Processing

Generally, we collect, use, and otherwise process the personal information that we collect for the following purposes:

- **Providing Services and support.** To operate our Services; to communicate with you about our Services; to provide support; to respond to your inquiries; to gather feedback; to fulfill your requests; and for similar Service and support purposes.
- **Analytics and improvement.** To better understand how users access and use our Services and offerings, and for other research and analytical purposes, such as to evaluate and improve our Services and business operations, to develop Services and features, and for internal quality control and training purposes.
- **Customization and personalization.** To tailor the content that we may send you, including to offer personalized help, and to otherwise personalize your experience.
- **Marketing and advertising.** For marketing and advertising purposes. For example, to send you information about our Services, such as newsletters, and other marketing content, as well as any other information that you sign up to receive. We also may use certain personal information that we collect to manage and improve our advertising campaigns so that we can better reach individuals with relevant content. When you opt-in, we will use the phone number you have provided for purposes of sending promotional text messages, including to send you information about LiftUp Communities, Do Right Services, LiftUp Enterprises, and other information we think may be of interest to you. Please see the “Your Privacy Choices” section below for information about how to change your communication preferences.
- **Planning and managing events and workshops.** For event/workshop planning and management, including contacting you with information related to such events/workshops.
- **Research and surveys.** To administer surveys, such as for market research, participant satisfaction purposes or improving our Services; to conduct statistical and data analytics; and for other similar purposes.
- **Security and protection of rights.** To protect our Services and our business operations; to prevent and detect fraud, unauthorized activities and access, and other misuse; where we believe necessary to investigate, prevent or take action regarding illegal activities, suspected fraud, situations involving potential threats to the safety or legal rights of any person or third party, or violations of our Terms of Use or this Privacy Notice.
- **Legal proceedings and obligations.** To comply with the law and our legal obligations, to respond to legal processes and related legal proceedings.

- **General business and operational support.** To consider and implement mergers, acquisitions, reorganizations, bankruptcies, and other transactions, such as financings, and related to the administration of our general business, accounting, auditing, compliance, recordkeeping, and legal functions.

4. Disclosures and Sharing of Personal Information

Generally, we disclose the personal information that we collect to provide our Services, respond to and fulfil your requests, as otherwise directed or consented to by you, and for other purposes otherwise described in this Privacy Notice, such as:

- **Vendors and service providers.** We may disclose the personal information that we collect to our service providers and others who perform functions on our behalf or provide us services. These may include, for example, service providers that host or operate our Site, payment processors, analytics providers, information technology service providers, customer service vendors, consultants, auditors, and legal counsel.
- **Analytics and improvement.** To better understand how users access and use the Services and offerings, and for other research and analytical purposes, such as to evaluate and improve our Services and business operations, to develop our Services, and features, and for internal quality control and training purposes.
- **Marketing, advertising, and campaign management.** We may disclose certain personal information to third-party advertising providers, sponsors, or traffic measurement services, who may use this information to improve and measure the effectiveness of our advertisements and those of third parties. For more information, see [Section 6 Cookies and Tracking](#).
- **In support of business transfers.** If we, our affiliates, or subsidiaries are or may be acquired by, merged with, or invested in by another company, or if any of our assets are or may be transferred to another company, whether as part of a bankruptcy or insolvency proceeding or otherwise, we may transfer the information we have collected from you to the other company. We may also share certain personal information as necessary prior to the completion of such a transaction or corporate transactions such as financings or restructurings, to lenders, auditors, and third-party advisors, including attorneys and consultants, as part of due diligence or as necessary to plan for a transaction.
- **Others as permitted or required by applicable law.** We may disclose personal information to other parties to the extent permitted or required by applicable law. This may include regulators, government entities, and law enforcement. It may also include certain disclosures that we are required to make.
- **Security and protection of rights.** To protect the Services and our business operations; to prevent and detect fraud, unauthorized activities and access, and other misuse; where we believe necessary to investigate, prevent or take action regarding illegal activities, suspected fraud, situations involving potential threats to the safety or legal rights of any person or third party, or violations of our Terms of Use or this Privacy Notice.

5. Aggregate and De-identified Information

To the extent permitted by applicable law, we may receive, use, and disclose aggregate and other non-identifiable information related to our business and Services for quality control, analytics, research, development, and other purposes.

6. Cookies and Tracking

We and other third parties use cookies, pixel tags, and other similar tracking technologies to automatically collect information about browsing activity, device type, and similar information within our Site and Services. This information, which may be considered personal information in some jurisdictions, is used, for example, to analyze and understand how you access, use, and interact with our Site and Services; to identify and resolve bugs and errors in our Site and Services; to assess, secure, protect, optimize, and improve the performance of our Site and Services; for marketing, advertising, measurement and analytics purposes; and to personalize content on our Site. We may also de-identify and/or aggregate such information to analyze trends, administer our Site and Services, and gather broad demographic information for aggregate uses, and for any other lawful purposes.

Cookies. Cookies are alphanumeric identifiers used for tracking purposes. Some cookies allow us to make it easier for you to navigate our Site and Services, while others are used to enable a faster log-in process, to support the security and performance of the Site and Services, or to allow us to track activity and usage data within and across our Site and Services.

Pixel Tags and Similar Technologies. Pixel tags (sometimes called web beacons or clear GIFs) are tiny graphics with a unique identifier, similar in function to cookies. We may use these tracking technologies to understand users' activities, to help manage content and compile usage statistics, and in emails to let us know when they have been opened or forwarded so we can track response rates and gauge the effectiveness of our communications.

Third-Party Analytics and Tools. We use third-party tools, which are operated by third party companies to evaluate usage and traffic on our Site and Services. These third-party analytics companies use cookies, pixels, and other tracking technologies to collect usage data to provide us with reports and metrics that help us analyze, improve, and enhance performance and user experience.

7. Your Privacy Choices

You have certain choices regarding our processing of your personal information. For example:

Marketing Communications. We may send periodic promotional and operational emails or other similar communications to you. You may change your preferences by following the instructions provided to you in the communication. If you opt out of receiving promotional emails from us, we may still send you communications about your account or any Services you have requested or received from us. You may opt-out of receiving marketing texts from us by replying STOP to the short code or telephone number from which text messages are being sent or following other instructions provided to you when you elected to receive texts.

Industry Ad Choice Programs. You can also control how participating third-party ad companies use the information that they collect about your visits to our Site and Services and those of third parties, in order to display more relevant targeted advertising to you. You can obtain more information and opt out of receiving targeted ads from participating third-party ad networks at aboutads.info/choices (Digital Advertising Alliance).

Cookie preferences. You can set your browser to block certain cookies or notify you when a cookie is set; you can also delete cookies. The "Help" portion of the toolbar on most browsers will tell you how to

prevent your device from accepting new cookies, how to have the browser notify you when you receive a new cookie, or how to delete cookies. Visitors to our Site who disable cookies will be able to browse the Sites, but some features may not function. If you visit our Site from a different device or from a different browser on the same device, you will need to apply your cookie settings for that browser and/or device as well.

8. Retention

We retain your personal information for as long as reasonably necessary to fulfill the purposes for which it was collected or as otherwise necessary to comply with our legal obligations, resolve disputes, maintain appropriate business records, and enforce our agreements.

9. Children's Information

Our Services are not designed for children under 13. If we discover that a child under 13 has provided us with personal information, we will delete such information from our systems. If you are a parent or guardian and believe we have collected your child's information in violation of applicable law, please contact us as set forth in [Section 13 Contact Us](#).

10. Security

We have implemented safeguards that are intended to protect the personal information we collect from loss, misuse, unauthorized access, disclosure, alteration, and destruction. Please be aware that despite our efforts, no data security measures can guarantee security.

11. Third-Party Links

Our Site and Services may contain links to third-party websites. Any access to and use of such linked websites is not governed by this Privacy Notice, but instead is governed by the privacy notices of those third-party websites. We are not responsible for the information practices of such third-party websites.

12. Changes to this Privacy Notice

We may make changes to this Privacy Notice from time to time, so please be sure to check back periodically. We will post updates to the Privacy Notice on the Site. If we make any material changes to this Privacy Notice, we will endeavor to provide you prior notice, such as by emailing or posting prominent notice on our Site.

13. Contact Us

LiftUp welcomes your questions and comments about your privacy or this Privacy Notice. Please contact us by emailing Julian Posada 312-731-3742 for additional information.