

## EDUCATIONAL ADVANCEMENT ALLIANCE PRIVACY POLICY

This privacy statement discloses the privacy practices for [www.eaalliance.org](http://www.eaalliance.org) and for Educational Advancement Alliance's program applications (including ACAP, ASEP, Fattah Learning Lab and the Fattah Conference on Higher Education, [www.fattahconference.com](http://www.fattahconference.com)), and includes:

- What personally identifiable information of yours or a third party is collected through the Web site.
- How the information is used.
- With whom the information may be shared.
- What choices are available to you regarding collection, use, and distribution of the information.
- The kind of security procedures that are in place to protect the loss, misuse, or alteration of information under ScholarOne control.
- How you can correct any inaccuracies in the information.

### Information We Collect From You

You are asked, but not required, to register with EAA in order to participate in the EAA Program and/or to use the EAA.com site(s). When you voluntarily register with EAA, we require you to provide your name, email, and address. You will be requested, but not required, to provide additional personal information (title, phone number, privacy options). You will also be asked to designate a participating school or youth organization to receive contributions from purchases you make in connection with the EAA Program.

EAA may also collect information about your computer hardware and software. This information can include your IP (Internet Protocol) address, browser type, ISP (Internet Service Provider), referring/exit pages, platform type, date/time stamp, and # of clicks, domain names, access times and referring website addresses. EAA uses this information to administer the EAA.com site, to detect problems with our servers, maintain the quality of the EAA Program and to track traffic patterns on the EAA.com site. We will not track nor analyze data according to domain names or MIME information.

### How We Use Your Information

EAA uses your personally identifiable information to operate the EAA Program. EAA also uses your personally identifiable information to provide you with information about EAA news and special offers and discounts from merchants affiliated with the EAA Program. EAA offers an opt-out option to users who do not wish to receive such messages. On rare occasion, it is necessary to send out a strictly service related announcement. For instance, if our service is temporarily suspended for maintenance we might send you an email. However, these announcements will not be promotional in nature.

EAA does not sell, lease or rent any personally identifiable information provided by you to any third parties. However, EAA may: (1) disclose your personally identifiable information to third parties that are directly involved in providing the EAA Program, in which case, such third parties shall be prohibited from using your personally identifiable information except to the extent necessary to provide the EAA Program to you and shall be required to maintain the confidentiality of your information; and (2) EAA shall provide participating schools and youth organizations with the names of those individuals that have designated the school or youth organization as the recipient of contributions in connection with the EAA Program.

EAA may disclose your personally identifiable information, without notice, only if required to do so by law or in the good faith belief that such action is necessary to: (a) conform to the edicts of the law or comply with legal process served on EAA; (b) protect and defend the rights or property of EAA; or (c) protect and defend the personal safety of users of the EAA.com site(s).

## Cookies

EAA uses persistent cookies to deliver content specific to your needs and interests. A cookie is simply a text file, which indicates your EAA ID or session identification number. We use this cookie to (a) identify existing registered users so that they may receive a start page more optimized for registered users than for new users or (b) to maintain session information to prevent the need for logged-in members to re-enter login information when browsing outside of the EAA.com site(s). Some areas of the EAA.com site(s) do not require cookies. However, certain services and features are only available if cookies are enabled in your browser. A cookie cannot read information off your hard drive or read cookie files from other websites. The cookie information that EAA.com stores cannot identify you or your personal information.

## Log Files

Like most standard website servers, we use log files. This includes IP (internet protocol) addresses, browser types, ISP (Internet Service Provider), referring/exit pages, platform type, date/time stamp, and number of clicks to analyze trends, administer the site(s), track user's movement in the aggregate, and gather broad demographic information for aggregator use. IP addresses, etc. are not linked to personally identifiable information.

## Security Measures

At EAA, protecting your personal information is important to us. That is why we employ state of the art technology to safeguard your information. All personally identifiable information entered into our website is entered through a Secure Sockets Layer ("SSL"), which protects data as it passes over the Internet. Our website is protected from outside access by a series of firewalls and other state of the art security measures.

## Links to Other Websites

From time to time EAA may provide links on its website to the websites of affiliated merchants. EAA does not serve such affiliated merchants' websites, and EAA does not have access to such affiliated merchants' servers. EAA is not responsible for the processing of any transactions or orders placed on such affiliated merchants' websites, nor will EAA be responsible for the content or privacy practices of such affiliated merchants. If you have any questions regarding the content or privacy practices of such affiliated merchants, please review their respective privacy policies or contact them directly.

## Tell a Friend Program

If a user elects to use our referral service for informing a friend about our programs, we ask them for the friend's email address. EAA will automatically send the friend an email inviting them to visit the site. EAA stores this information for the sole purposes of sending this email and awarding referral fees (if applicable). The friend may request the removal of this information from our database at anytime.