PEF Websites Privacy Policy

The Public Education Foundation (“PEF”, "us", "we", or "our") operates the www.thepef.org and the nvfamily.org websites (the "Services" or “websites”). This statement describes the potential collection, use, and disclosure of personal data when you use the websites of PEF.

We use your data to provide and improve the Services. By using the Services, you agree to the collection and use of information in accordance with this statement.

Definitions

Personal Data
Personal Data means data about a living individual who can be identified from those data (or from those and other information either in our possession or likely to come into our possession).

Personal Information
Personal Information is information that identifies you personally, such as your name, address, telephone number, and email address.

Usage Data
Usage Data is data collected automatically either generated by the use of the Services or from the Services infrastructure itself (for example, the duration of a page visit).

Cookies
Cookies are small pieces of data stored on a User’s device.

Data Controller
Data Controller means a person who (either alone or jointly or in common with other persons) determines the purposes for which and the manner in which any personal data are, or are to be, processed.

For the purpose of this Privacy Statement, we are a Data Controller of your data.

Data Processor (or Service Providers)
Data Processor (or Service Provider) means any person (other than an employee of the Data Controller) who processes the data on behalf of the Data Controller.

We may use the services of various Service Providers in order to process your data more effectively.

Data Subject
Data Subject is any living individual who is the subject of Personal Data.

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User
The User is the individual using our Services. The User corresponds to the Data Subject, who is the subject of Personal Data.

Information Collection and Use
We collect several different types of information for various purposes to provide and improve our Services to you.

Types of Data Collected

Personal Data
While using our Services, we may ask you to provide us with certain personally identifiable information that can be used to contact or identify you ("Personal Data"). Personally identifiable information may include, but is not limited to:

- Email address
- First name and last name
- Cookies and Usage Data

We may use your Personal Data to contact you with informational materials that may be of interest to you. You may opt out of receiving any, or all, of these communications from us by following the unsubscribe link or instructions provided in any email we send.

Personal information
We collect and store the personally identifiable information that you have provided us. Below are some examples of ways in which we may collect your information:

- When you request information via one of the email addresses identified on our websites or otherwise contact us in person, by phone, or email;
- We may collect your name, email address and other contact information if you register for an event;
- We may collect your name, email address, and other personally identifiable information when you complete a webform
- We may collect your name, email address, telephone number and payment information when you make a contribution, either on our websites, over the phone, by mailing in a check, or in any other formats

Usage Data
In order to improve the PEF websites, we may also collect information on how the Services are accessed and used ("Usage Data"). This Usage Data may include information such as your computer's IP address, browser type, browser version, the pages of our Services that you visit,

the time and date of your visit, the time spent on those pages, unique device identifiers and other diagnostic data.

Tracking Cookies Data
We use cookies and similar tracking technologies to track the activity on our Services and hold certain information.

Cookies are files with small amount of data which may include an anonymous unique identifier. Cookies are sent to your browser from a website and stored on your device. Tracking technologies also used are beacons, tags, and scripts to collect and track information and to improve and analyze our Services.

You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some portions of our Services.

Examples of Cookies we use:

- Session Cookies. We use Session Cookies to operate our Services.
- Preference Cookies. We use Preference Cookies to remember your preferences and various settings.
- Security Cookies. We use Security Cookies for security purposes.

Use of Data

PEF uses the collected data for various purposes:

- To provide and maintain our Services
- To allow you to participate in interactive features of our Services when you choose to do so
- To provide customer support
- To provide you with opt-in information requested through our Services
- To gather analysis or valuable information so that we can improve our Services
- To monitor the usage of our Services
- To detect, prevent and address technical issues
- To process a contribution, either on our websites, over the phone, by mailing in a check, or any other format

Retention of Data

PEF will retain your Personal Data only for as long as is necessary for the purposes set out in this Privacy Statement. We will retain and use your Personal Data to the extent necessary to

comply with our legal obligations (for example, if we are required to retain your data to comply with applicable laws), resolve disputes, and enforce our legal agreements and policies.

PEF will also retain Usage Data for internal analysis purposes. Usage Data is generally retained for a shorter period of time, except when this data is used to strengthen the security or to improve the functionality of our Services, or we are legally obligated to retain this data for longer time periods.

Please refer to the Service Providers section of this Privacy Statement for more details about data retention within each Service Provider.

Transfer of Data

Your information, including Personal Data, may be transferred to — and maintained on — computers located outside of your state, province, country or other governmental jurisdiction where the data protection laws may differ than those from your jurisdiction.

If you are located outside United States and choose to provide information to us, please note that we transfer the data, including Personal Data, to United States and process it there.

Your consent to this Privacy Statement followed by your submission of such information represents your agreement to that transfer.

PEF will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this Privacy Statement and no transfer of your Personal Data will take place to an organization or a country unless there are adequate controls in place including the security of your data and other personal information.

Disclosure of Data

Disclosure for Law Enforcement

Under certain circumstances, PEF may be required to disclose your Personal Data if required to do so by law or in response to valid requests by public authorities (e.g. a court or a government agency).

Legal Requirements

PEF may disclose your Personal Data in the good faith belief that such action is necessary to:

- To comply with a legal obligation
- To protect and defend the rights or property of PEF
- To prevent or investigate possible wrongdoing in connection with the Services
- To protect the personal safety of users of the Services or the public
- To protect against legal liability

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Security of Data
The security of your data is important to us. We strive to use industry best practices to protect your Personal Data. We will use your personal information to protect against potential fraud. We may verify with third parties the information collected in the course of processing a gift, event registration or other donation. If you use a credit or debit card on the websites, we may use card authorization and fraud screening services to verify that your card information and address matches the information that you supplied to us and that the card being used has not been reported lost or stolen.

Your Rights
PEF aims to take reasonable steps to allow you to correct, amend, delete, or limit the use of your Personal Data.

If you wish to be informed what Personal Data we hold about you and if you want it to be removed from our systems, please contact us.

In certain circumstances, you have the right:

- To access and receive a copy of the Personal Data we hold about you
- To rectify any Personal Data held about you that is inaccurate
- To request the deletion of Personal Data held about you

You have the right to data portability for the information you provide to PEF. You can request to obtain a copy of your Personal Data in a commonly used electronic format so that you can manage and move it.

Please note that we may ask you to verify your identity before responding to such requests. It may take several weeks to process such requests.

Service Providers
We may employ third-party companies and individuals ("Service Providers") to help facilitate our Services, provide the Services on our behalf, perform Services-related functions, or assist us in analyzing how our Services are used.

These third parties have access to your Personal Data only to perform these tasks on our behalf and are contractually obligated not to disclose or use it for any other purpose.

Analytics
We use third-party analytics and behavioral tools to better understand how users interact with our Services and to improve usability, content, and overall performance.

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Google Analytics
Google Analytics is a web analytics service provided by Google that tracks and reports website traffic and user behavior. Google uses the data collected to monitor the use of our Services and may share it with other Google services, including Google Ads. The data may also be used by Google to personalize ads within its advertising network.

Google Signals and Analytics Features
Our websites use Google Analytics, a web analytics service provided by Google, Inc. ("Google"). As part of Google Analytics, we have enabled Google Signals, a feature that provides enhanced insights into user behavior across devices.

What Google Signals Means for You:
When you visit our websites and are signed into your Google account with Ads Personalization turned on, Google may collect data about your interaction with our site. This may include:

Cross-device reporting: Understand how users interact with our websites across different devices.

Remarketing: Show you relevant ads on other websites based on your activity on our site.

Demographic and interest data: Access anonymized data such as age, gender, and interests.

This data is aggregated and anonymized, and we never receive personally identifiable information from Google.

How to Opt Out:
You can manage your data and opt out of personalized ads or Google Analytics data collection by using the tools below:

Google Ads Settings: https://adssettings.google.com

Google Analytics Opt-out Browser Add-on: https://tools.google.com/dlpage/gaoptout

Additional Resources from Google
Privacy & Terms
Safeguarding Your Data

Links To Other Sites

PEF Websites Privacy Policy

Our Services may contain links to other sites that are not operated by us. If you click on a third party link, you will be directed to that third party's site. We strongly advise you to review the Privacy Statement of every site you visit.

We have no control over and assume no responsibility for the content, privacy policies or practices of any third party sites or services.

Children's Privacy

We do not knowingly collect personally identifiable information from anyone under the age of 13. If you are a parent or guardian and you are aware that your Children has provided us with Personal Data, please contact us. If we become aware that we have collected Personal Data from children without verification of parental consent, we take steps to remove that information from our servers.

Your Consent:

By using our sites, you consent to the processing of your data by Google in the manner and for the purposes described above. We encourage you to review Google's privacy policy here: https://policies.google.com/privacy

Additional Privacy Information for Donors:

If you choose to make a contribution via our websites, over the phone, by mailing in a check, or in any other formats, we follow additional protocols for your donation data. Further information is available in our Donor Privacy Policy.

Changes To This Privacy Statement

We may update our Privacy Statement from time to time. We will notify you of any changes by posting the new Privacy Statement on this page.

You are advised to review this Privacy Statement periodically for any changes. Changes to this Privacy Statement are effective when they are posted on this page.

Contact Us

If you have any questions about this Privacy Statement, please contact us:

By email: info@thepef.org
By phone: 702-799-1042