

TheNCBLA.org and OurWhiteHouse.org Privacy Policy

THE NATIONAL CHILDREN’S BOOK AND LITERACY ALLIANCE, Inc. (“**NCBLA**”, “**we**”, “**us**”, or “**our**”) takes your privacy very seriously. Please read this Privacy Policy (“**Policy**”) carefully as it contains important information on how and why we collect, store, use, and share information that relates to you and may identify you as an individual (“**Personal Information**”). This Policy also explains your rights in relation to your Personal Information and how to contact us or supervisory authorities in the event you have a complaint.

By using the Services, you accept the privacy practices contained in this Policy. If you do not agree to this Policy, do not use the website, associated Services, or submit Personal Information to us in any manner.

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Who We Are and What We Do

The NCBLA is a literacy education and advocacy organization with 501(c)(3) not-for-profit status located in Massachusetts, United States. We provide the NCBLA websites located at THENCBLA.ORG and OURWHITEHOUSE.ORG, the (“**Services**”). We also partner with third parties who help support our Services (“**Service Providers**”).

The Personal Information We Collect and Use

Source(s) of Personal Data Collected by Us

We collect information about you (i) When you provide it to us or our Service Providers (defined below), (ii) with automated technologies, and (iii) from third parties.

Information You Provide to Us

We collect Personal Information that you provide to us and our Service Providers. Voluntary submissions can occur when you use the Services, make a donation, visit our social media pages, register for NCBLA events or contact us by email, regular mail or telephone.

Information We Collect Automatically

Some information, such as IP address and/or browser and device characteristics, is automatically collected when you access the Services. This Personal Information is required to provide the Services to you. If you do not provide the Personal Information we ask for, it may delay or prevent us from providing the Services to you.

Information Collected from Third Parties and Other Sources

We may use analytics service providers to analyze how you interact and engage with the Services. Third parties may help us provide you with customer support and provide payment processing in the event that payments are accepted. We may also obtain Personal Information from other sources, such as our Service Providers. We may obtain Personal Information from our Service Providers when you make a donation through PayPal or designate us as the charity for receipt of AmazonSmile proceeds. If you choose to access our Services through a social media account, we may have access to certain additional information about you. We obtain such information only in relation to the Services and content we provide.

Limited Tracking and Sale

- (i) Europe: The Services are not directed to customers in Europe. The Personal Information of users who access the Services is not sold. Users of the Services may limit possible tracking by adjusting their browser settings.
- (ii) California, USA: The Personal Information of users who access the Services is not sold. Users of the Services may limit possible tracking by adjusting their browser settings.

How We Use Your Personal Information

NCBLA collects limited personal data from you if you contact us. NCBLA does not sell your personal data to third parties. Any Personal Information that you supply to us remains your personal property. However, by submitting that information to us or our Services and accepting the terms of this Privacy Policy, you grant us the right to use your Personal Information for the following purposes:

- To deliver the Services you have requested
- To help us better understand visitors' use of the Services
- To respond to specific requests from visitors/users of the Services
- For business purposes such as improving content, services, and user experience
- To protect the security or integrity of the Services
- To send administrative information
- To enforce terms and conditions and policies

Who We Share Your Personal Information With

For the purposes of delivering the Services to you, we share information with:

- Service providers, such as Paypal.com, which provides transaction and payment options, AmazonSmile, which provides a percentage of the price of eligible goods to us, as designated by you, from purchases made on the smile.amazon.com platform, and social

media companies such as Facebook and Twitter that you may choose to visit through links on the Services (“**Service Providers**”)

- Other third parties we use to help us provide the Services and run our business, including but not limited to analytics providers, and e-mail service providers (“**Other Third Parties**”)
- We reserve the right to disclose Personal Information to respond to information requests from government authorities, to address national security situations, to protect your rights, to fulfill business obligations, or when otherwise required by law, in our sole discretion.

Reasons We Collect and Use Your Personal Information

We collect and use your Personal Information to further the following legitimate interests: to deliver the Services, to receive and respond to inquiries via e-mail, telephone or regular mail, improve website performance and provide customer service.

Whether Information Has to Be Provided by You and Why

Your provision of name, e-mail, address, phone number, credit card information and/or other billing information, if required from you, enables the PayPal and AmazonSmile Platforms to process and complete your donation(s)/purchase(s). Payments are processed through the PayPal and/or AmazonSmile Platform. We do not require you to provide any personal data in order to browse on the websites. We will inform you when we collect it whether you are required to provide the information to us.

How Long Your Personal Information Will Be Kept

We will keep your Personal Information while we are responding to your inquiries and/or to offer support to you in connection with our content and Services. Thereafter, we will keep your Personal Information for as long as is necessary:

- To respond to any questions, submissions, complaints or claims made by you or on your behalf
- To keep records required by law

We will not retain your Personal Information for longer than necessary for the purposes set out in this Policy. Different retention periods apply for different types of Personal Information. When it is no longer necessary to retain your Personal Information, we will delete or anonymize it. If your Personal Information has been stored in backup archive, then we will securely store your Personal Information and isolate it from any further processing until deletion is possible.

Summary of General Information We Collect and Who We Share It With

Categories of Personal Information	Specific Types of Personal Information Collected	Source(s) of Personal Data	Categories of Third Parties With Whom We Share this Personal Data for a Business Purpose
Voluntary Contact Submission	We collect voluntary submissions when you submit information or content to us, make suggestions or register for events.	You	<ul style="list-style-type: none"> • Service Providers • Other Third Parties

	<ul style="list-style-type: none"> • Name • Postal Address • E-mail Address 		<ul style="list-style-type: none"> • Authorized information requests
Content You Submit	We collect certain content you submit to the Services including but not limited to text, links, images, gifs, and videos and general input (e.g., feedback you provide us about our Services or other information you voluntarily submit).	You	<ul style="list-style-type: none"> • Service Providers • Other Third Parties • Authorized Information Requests
Actions You Take	We collect information about the actions you take when using the Services. Collected actions may include text, links, images, numeric data, gifs, and videos. This may include: <ul style="list-style-type: none"> • Interactions with content • Interactions with other users • Your reports and other communications with us 	You	<ul style="list-style-type: none"> • Service Providers • Other Third Parties • Authorized Information Requests
Transactional Information	<p>We do not directly process online payments.</p> <p>When we accept online payments, processed by PayPal, PayPal provides your name, the date of the transaction and the transaction amount. Please refer to the applicable PayPal terms and privacy policy for more information about how payment information is processed and stored.</p> <p>When we receive donations through the AmazonSmile Platform, donations are processed by AmazonSmile and we do not receive personal information. Please refer to AmazonSmile’s terms and privacy policy for more information about how payment information is processed and stored.</p>	Service Providers	<ul style="list-style-type: none"> • None
Other Information. You may choose to provide other information directly to us.	We may collect information when you email content, questions or otherwise communicate with us.	You	<ul style="list-style-type: none"> • Service Providers • Other Third Parties • Authorized Information Requests
General Browsing	In addition to information that you choose to submit, we and/or our service providers may automatically collect and/or store certain information when you visit or interact with our website(s) or use Services (“Usage Information”). This Usage Information may be stored and/or accessed from your personal computer, laptop, tablet, mobile phone or other device (a “Device”) whenever you visit or interact with our website(s) or Services. Usage Information may include: <ul style="list-style-type: none"> • Your IP address, IDFA, Android/Google Advertising ID, IMEI, or another unique identifier (“Device Identifier”). • Your Device functionality (including browser, browser language, operating 	Automatic	<ul style="list-style-type: none"> • Service Providers • Other Third Parties • Authorized Information Requests

	<p>system, hardware, mobile network information).</p> <ul style="list-style-type: none"> • Referring and exit web pages and URLs. • The areas within our website(s) that you visit and your activities there, including remembering your preferences. • Your Device location or other geolocation information, including the zip code, state or country from which you accessed the Services. • Your Device characteristics; and • Certain other Device data, including the time of day you access the Services. 		
<p>Cookies and Similar Technologies</p>	<p>We may use various methods and technologies to store or collect Usage Information ("Tracking Technologies"). Tracking technologies may set, change, alter or modify settings or configurations on your Device.</p> <p>A few of the Tracking Technologies used on the Services may include, but are not limited to, the following (as well as future-developed tracking technology or methods that are not listed here):</p> <ul style="list-style-type: none"> • Cookies. A cookie is a file placed on a Device to uniquely identify your browser or to store information on your Device. Our Site(s) may use HTTP cookies, HTML5 cookies, Flash cookies and other types of cookie technology to store information on local storage. • Web Beacons. A Web Beacon is a small tag (which may be invisible to you) that may be placed on our Site(s)' pages and messages. • Pixels. A tiny image that may be found within web pages and e-mails, requiring a call (which provides device and visit information) to our servers in order for the pixel to be rendered in those web pages and e-mails. • Embedded Scripts. An embedded script is programming code that is designed to collect information about your interactions with the Site(s), such as the links you click on. • Etag, or Entity Tag. An Etag or entity tag is a feature of the cache in browsers. It is an opaque identifier assigned by a web server to a specific version of a resource found at a URL 	<p>Automatic</p>	<ul style="list-style-type: none"> • Service Providers • Other Third Parties • Authorized Information Requests

	<ul style="list-style-type: none"> • Browser Fingerprinting. Collection and analysis of information from your Device, such as, without limitation, your operating system, plug-ins, system fonts and other data, for purposes of identification. • Recognition Technologies. Technologies, including application of statistical probability to data sets, which attempt to recognize or make assumptions about users and devices (e.g., that a user of multiple devices is the same user). 		
Your Device Location	<p>When you visit or leave our Services, we may receive the URL, Plugins, and Cookies, of both the site you came from and the one you go to and the time of your visit.</p> <p>Information about your network and device (e.g., IP address, proxy server, operating system, web browser and add-ons, device identifier and features, cookie Ids and/or ISP, or your mobile carrier).</p> <p>If you use our Services from a mobile device, that device may send us data about your location based on your phone settings.</p>	Automatic	<ul style="list-style-type: none"> • Service Providers • Other Third Parties • Authorized Information Requests

Children’s Privacy

Consistent with the Children's Online Privacy Protection Act and EU GDPR, NCBLA is committed to protecting children's privacy on the Internet. By browsing and or utilizing our Services you certify that you are age 16 or above, or have permission from your parent or guardian, or you are at least the legal age of majority, and have the rights and authority to enter this agreement in your state, province of residence, or country and agree to be bound by the Site’s Terms of Use.

The Services are not targeted to anyone under the age of 16. Children under the legal age of majority are not allowed to make donations to NCBLA without consent as prescribed by applicable law. We do not knowingly collect any Personal Information from visitors or users of our site who are under 16 or the legal age of majority without consent as prescribed by applicable law. If you have reason to believe that a child under the age of 16 or under the legal age of majority has provided Personal Information to us, please contact us using the information listed in the section entitled “Contact Us”, and we will endeavor to delete that information from our records as prescribed by applicable law.

Change in Control or Sale

We can share your personal data as part of a sale, merger or change in control, or in preparation for any of these events. Any other entity which buys us, or part of our business, will have the right to continue to use your data, but only in the manner set out in this Privacy Policy unless you agree otherwise.

International Data Transfers

- (iii) We are based in the United States, and we process and store information on servers located in the United States, EU and UK. We may store information on servers and equipment in other countries depending on a variety of factors, including the locations of our users and service providers.
- (iv) By accessing or using the Services or otherwise providing information to us, you consent to the processing, transfer and storage of information in and to the U.S. and other countries, where you may not have the same rights as you do under local law.

Do Not Track Requests

We do not acknowledge Do Not Track (“DNT”) signals.

Many web browsers give you the option to send a DNT signal to the websites you visit, indicating that you do not wish to be tracked. There is no accepted standard for how a website should respond to this signal, and we disable cookies in response to this signal. Please note that if you remove or chose not to accept our cookies, some features of our Services may no longer function.

Links to Other Sites

Our Services contain links to websites operated by others. You may see content on our websites or our Services that link to the sites and services of our Service Providers, contributors or other third party organizations. Any products or services reached through a third party link are subject to its own separate privacy policies. We are not responsible for or liable for any content on or actions taken by such third party websites.

Keeping Your Personal Information Secure

We undertake reasonable efforts to ensure that Personal Information is protected while you are utilizing our Services. All information collected from you is stored in a technically and physically secure environment. Furthermore, Service Providers, employees, contractors, and vendors who have access to your personally identifiable information in connection with providing Services for us are required to keep the information confidential. Personal Information is deleted when no longer needed by us. Our team is dedicated to ensuring the security and privacy of all user information.

No data transmission over the Internet, mobile networks, wireless transmission, or electronic storage of information can be guaranteed 100% secure. As a result, we cannot guarantee or warrant the security of any information you transmit to or from our Services, and you provide us with your information at your own risk.

Your Choices

You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. If you disable or refuse cookies, please note that some parts of our Services may then be inaccessible or not function properly.

Your Rights Under the California Consumer Privacy Act (“CCPA”)

If you are a California resident, you may review, change, or have your Personal Information deleted at any time.

<p>Disclosure of Personal Information We Collect About You</p>	<p>You have the right to know:</p> <ul style="list-style-type: none"> • The categories of Personal Information we have collected about you; • The categories of sources from which the Personal Information is collected; • Our business purpose for collecting Personal Information; • The categories of third parties with whom we share Personal Information, if any; and • The specific pieces of Personal Information we have collected about you. <p>Please note that we are not required to:</p> <ul style="list-style-type: none"> • Retain any Personal Information about you that was collected for a single one-time transaction if, in the ordinary course of business, that information about you is not retained; • Reidentify or otherwise link any data that, in the ordinary course of business, is not maintained in a manner that would be considered Personal Information; or <p>Provide the Personal Information to you more than twice in a 12-month period.</p>
<p>Personal Information Sold or Used for a Business Purpose</p>	<p>We do not sell any Personal Information.</p> <p>The categories of Personal Information that we disclose about you for a business purpose.</p> <p>You have the right under the California Consumer Privacy Act of 2018 (CCPA) and certain other privacy and data protection laws, as applicable, to opt-out of the sale (or disclosure) of your Personal Information. If you exercise your right to opt-out of the sale (or disclosure) of your Personal Information, we will refrain from disclosing your Personal Information, unless you subsequently provide express authorization for the disclosure of your Personal Information.</p> <p>To opt-out of the disclosure of your Personal Information, please contact us via the “Contact Us” section of this Policy</p>
<p>Right to Deletion</p>	<p>Subject to certain exceptions set out below, on receipt of a verifiable request from you, we will:</p> <ul style="list-style-type: none"> • Delete your Personal Information from our records; and • Direct any service providers to delete your Personal Information from their records. <p>Please note that we may not delete your Personal Information if it is necessary to:</p>

	<ul style="list-style-type: none"> • Complete the transaction for which the Personal Information was collected, fulfill the terms of a written warranty or product recall conducted in accordance with federal law, provide a good or service requested by you, or reasonably anticipated within the context of our ongoing business relationship with you, or otherwise perform a contract between you and us; • Detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity; or prosecute those responsible for that activity; • Debug to identify and repair errors that impair existing intended functionality; • Exercise free speech, ensure the right of another consumer to exercise his or her right of free speech, or exercise another right provided for by law; • Comply with the California Electronic Communications Privacy Act; • Engage in public or peer-reviewed scientific, historical, or statistical research in the public interest that adheres to all other applicable ethics and privacy laws, when our deletion of the information is likely to render impossible or seriously impair the achievement of such research, provided we have obtained your informed consent; • Enable solely internal uses that are reasonably aligned with your expectations based on your relationship with us; • Comply with an existing legal obligation; or <p>Otherwise use your Personal Information, internally, in a lawful manner that is compatible with the context in which you provided the information.</p>
<p>Protection Against Discrimination</p>	<p>You have the right to not be discriminated against by us because you exercised any of your rights under the CCPA. This means we cannot, among other things:</p> <ul style="list-style-type: none"> • Deny goods or services to you; • Charge different prices or rates for goods or services, including through the use of discounts or other benefits or imposing penalties; • Provide a different level or quality of goods or services to you; or • Suggest that you will receive a different price or rate for goods or services or a different level or quality of goods or services. <p>Please note that we may charge a different price or rate or provide a different level or quality of goods or the Services to you, if that difference is reasonably related to the value provided to our business by your Personal Information.</p>

You may make a written request to us utilizing the information in the “Contact Us” section of this Policy to request this information. We may require you to confirm your identity and your residency in order to obtain the information, and you are only entitled to make this request twice a year.

Your Rights Under the General Data Protection Regulation (“GDPR”)

(i) Transferring Your Personal Information Out of the EEA under the EU GDPR:

To deliver the Services to you, it is sometimes necessary for us to share your personal information outside the European Economic Area. We will, however, ensure the transfer complies with data protection law and all personal information will be secure. Our standard practice is to use the PayPal and AmazonSmile Platforms to facilitate and process financial donations.

(ii) If you are a citizen of the European Union or United Kingdom you may review, change, or delete your Personal Information at any time and have the following rights:

Right to Access	The right to be provided with a copy of your Personal Information
Right to Rectification	The right to require us to correct any mistakes in your Personal Information
Right to be Forgotten	The right to require us to delete your Personal Information—in certain situations
Right to Restriction of Processing	The right to require us to restrict processing of your Personal Information—in certain circumstances, e.g. if you contest the accuracy of the data
Right to Data Portability	The right to receive the Personal Information you provided to us, in a structured, commonly used and machine-readable format and/or transmit that data to a third party—in certain situations
Right to Object	The right to object: <ul style="list-style-type: none"> • at any time to your Personal Information being processed for direct marketing (including profiling); • in certain other situations to our continued processing of your Personal Information, e.g. processing carried out for the purpose of our legitimate interests.
Right Not to be Subject to Automated Individual Decision-Making	The right not to be subject to a decision based solely on automated processing (including profiling) that produces legal effects concerning you or similarly significantly affects you
Right to lodge a Complaint with a Supervisory Authority	The right to lodge a complaint in the European Economic Area state where you work, normally live, or where any alleged infringement of data protection laws occurred. The supervisory authorities may be accessed through the European Commission here .

You may make a written request to us regarding the above rights utilizing the information in the “Contact Us” section of this Policy.

Terms of Service

Please read the Terms of Service Policy carefully to understand other terms and conditions that govern your use of the websites and Services. This Privacy Policy is incorporated in the Terms of Service Policy.

Revisions and Updates

This privacy notice was published on **October 18, 2022** and last updated on **October 18, 2022**. The Privacy Policy may be revised from time to time, in which case the Privacy Policy you view will be the most current version and the date of the latest such revision will be identified in this paragraph.

How to Contact Us

(a) General Questions and Technical Support

If you need technical support or want to report an issue involving the Services, please contact us at info@thencbla.org.

(b) Please direct all communications concerning this Policy to our Privacy Team at info@thencbla.org.

- In all communications with us, please include a detailed explanation of your request.
- If you would like to delete or amend your Personal Information and are contacting us by e-mail, please put “Deletion Request” or “Amendment Request”, as applicable, in the subject line of the correspondence. We will do our best to respond to all reasonable requests in a timely manner.

(a) Your rights under the GDPR, CCPA, and Other Applicable Laws

- Request to Export Data: If you wish to request that we export your data from our database so you can port it to another vendor, please send an e-mail to info@thencbla.org with the subject line “Export My Data” and explain in the body of the e-mail that you are asking for a data export.
- Request to Forget: If you wish to request that we “Forget you” from our database, please send an e-mail to info@thencbla.org with the subject line “Forget Me” and explain in the body of the e-mail that you are asking to have all of your data deleted.

In the event you request to export data, we will utilize a standard data export format and are not able to create custom exports.