

## **Privacy Policy:**

The Mission Continues, a 501(c)(3) non-profit corporation, is committed to protecting the privacy and confidentiality of personal information entrusted to us.

### **What Is the Scope of Our Privacy Policy?**

This Privacy Policy is applicable to all Users of The Mission Continues website found at [www.missioncontinues.org](http://www.missioncontinues.org) (the "Website") and the mobile application called The Mission Continues Platoon Leader Portal found on iOS and Android App Stores (the "App"), and to all persons who provide personal information to The Mission Continues. This Privacy Policy addresses our policies and procedures relating to the personal information of Users. By using this App or submitting personal information to us, you consent to the terms of this Privacy Policy. This Privacy Policy is intended to assist you in understanding The Mission Continues policies and procedures relating to our management of personal information and is applicable to The Mission Continues, its successors and assigns, and any affiliates of The Mission Continues.

### **Personal and Other Information Collected by The Mission Continues**

The Mission Continues collects personal information that is voluntarily provided by you when you explore the App or Website, make a donation, register for an event or project, purchase merchandise, write a Fellow or family of the fallen, or communicate with us by mail, telephone or electronically.

When this Privacy Policy uses the term "personal information," we mean information that identifies a particular individual, such as the individual's full name (first name and surname together), postal address, and email address. Some jurisdictions may call personal identifiable information "personal data" or "personally identifying information." Personal information that we may collect and maintain may include, without limitation, the following:

- Your name, mailing address, and/or email address
- Telephone number
- Gender
- Date of birth
- Purchase/donation history
- Forum/Guestbook communications and photos
- Complaints you may have about the App and any of its content and offerings
- Veteran Status

We may also collect information through technology for routine system administration purposes, to make our App or Website more interesting and useful to you, or to manage content delivery. We use this information to understand which areas of our App and Website are most appealing or least appealing, or to deliver content that is specific to your country or area of residence.

We receive and store certain types of information whenever you interact with us. For example, like many websites and mobile applications, we use "cookies", and we obtain certain types of information

when your web browser accesses our Website or advertisements and other content served by us or on our behalf on other web sites. We may also automatically collect your Internet Protocol and referring web site addresses, browser type and domain name. This information helps facilitate your online experience on our Website and in our App. We use cookies and similar technologies to track usage patterns on our Website and our App and to control the display of ads, as well as to offer other functionalities. You have the ability to accept or decline cookies by modifying your browser. Our Website and App are viewable even if you disable the cookie function on your browser. However, if you disable cookies, some advanced and customized features or offerings will not be available to you.

### **Consent**

We reserve the right to collect, distribute and use your personal information without consent where required or permitted by law.

Otherwise, personal information will be collected, used and disclosed in accordance with the form of consent required by applicable law and its use will be limited to the objectives for which it was collected as described herein. The form of your consent can vary from implied consent to express consent, depending upon the circumstances and the sensitivity of the type of information collected. We will rely on implied consent when we can reasonably conclude that you have given your consent by your action (e.g., by giving us your name and contact information so that we may send any merchandise you have ordered) or inaction (e.g., by not exercising an ability to opt-out that is provided to you at the time your contact information is collected). This Privacy Policy identifies the purposes for which your personal information is collected, used and disclosed. Additional consent will be obtained from you should we wish to use or disclose your personal information for any additional purposes not identified in this Privacy Policy.

### **Why Does The Mission Continues Collect Personal Information?**

The Mission Continues collects personal information for the following reasons:

1. To provide you with the information, products or services you have requested, including processing your payment or donation;
2. To better understand you and to allow us to serve you better through more detailed information, enhanced customer service and directed The Mission Continues promotional efforts of particular interest;
3. To properly investigate and respond to any challenges, questions or concerns you may have about our service or our Website or App;
4. To determine your eligibility for our events, programs, products and services; and
5. For internal recordkeeping, reporting, and data analysis.

If you opt in to receive information, offers, promotions or other content from The Mission Continues, your information will be used to provide you with offers for The Mission Continues events, programs, products and services that we believe may interest you and to solicit your opinion on our events,

programs, products and services. If you have opted in to receive such information and offers, we may also use your personal information to ensure that your contact information is accurate and up to date.

### **What Kind of Personal Information Does The Mission Continues Disclose, to Whom and Why?**

The Mission Continues may share your personal information with certain The Mission Continues affiliates, and their respective successors and assigns, but only to the extent necessary to fulfill the purposes identified above. In addition to this sharing with affiliates, The Mission Continues may disclose your personal information to third parties as follows:

1. **To Third Parties to Perform Processing and Other Specialized Services:** At times, The Mission Continues may use outside organizations to perform specialized services such as, but not limited to, credit card processing and order fulfillment. These service providers are only given the information needed to perform those services and they are bound contractually to protect the privacy and security of your information and to limit the use of your information to the service being provided.
2. **To Third Parties in the Event of Legal Reasons:** We advise you that we may disclose personal information to the government or other legal or regulatory authorities (i) if so ordered by a court of law, or (ii) for other legal reasons, such as (a) to comply with legal process such as a search warrant, subpoena or court order; (b) to protect The Mission Continues' rights and property; (c) to investigate reports of fraud or of Users sending material using a false email address or Users sending harassing, threatening, or abusive messages; (d) to protect against misuse or unauthorized use of our Website; or (e) in emergencies, such as when we believe someone's physical safety is at risk. In some cases, disclosure may be required by law to be without notice to you.
3. **To Strategic Partners.** We also reserve the right to share information with our strategic partners. We do not sell or rent personal information about you (except in connection with a significant transaction as described below).
4. **To a Third Party in the Event of a Significant Transaction or Other Event:** In the case of any significant transaction or event involving The Mission Continues or any of its affiliated entities such as, by way of example, a sale, merger, amalgamation, financing, re-organization, liquidation, or insolvency, other parties to the transaction and their professional advisors may need to have access to The Mission Continues' various databases as part of the due diligence process. In this event, The Mission Continues would only provide such access under terms of a strict confidentiality agreement. Also, upon completion of the transaction or event, your personal information would be transferred to The Mission Continues' successor-in-interest to be used for the purposes for which it was collected.

### **How Long Does The Mission Continues Retain Personal Information?**

We keep your information for a period reasonably necessary to meet the purposes for which it was collected or to comply with any legal requirements, including statutory retention periods. When your

personal information is no longer required for a specific purpose or legal requirement, it will be erased from our records.

### **What Security Measures Does The Mission Continues Have in Place to Safeguard Personal Information?**

The Mission Continues has implemented reasonable physical, electronic and administrative measures to protect your information from error, loss or unauthorized access. For example, we use industry-standard efforts, such as encryption, passwords and firewalls to safeguard the confidentiality of your personal information contained on our computer systems. In addition, our employees and any third parties we use are contractually bound to protect the confidentiality of your information and access is restricted to those with a need to know the information to carry out the identified purpose.

### **Where is my Personal Information Located?**

Your personal information may be stored and processed in servers, including those of our authorized third parties, located in the United States. These servers shall always be subject to the safeguards described in this Privacy Policy to protect against unauthorized collection, use or disclosure, and you shall be able to access the personal information stored in such servers in accordance with this Privacy Policy.

### **Non-Personal Information**

Non-personal or aggregated information is information that cannot be associated with or traced back to a specific person. When Users browse our Website, for example, we gather information about the number of Users who are viewing each page so that we can learn what features generate the most interest. We also use this data, both aggregated and personally identifiable, to personalize and enhance your onsite experience by displaying content that we believe will be of interest to you and to deliver content that is specific to your interest. We may disclose anonymous, aggregated information about our Website or App to third parties.

### **Links to Third Party Sites**

Users may, through hypertext or other computer “links,” gain access to other websites on the Internet which are not operated or monitored by The Mission Continues. The Mission Continues is providing these links to you only as a convenience, and the inclusion of any link does not imply endorsement by The Mission Continues of the website or content linked to. THE MISSION CONTINUES ASSUMES NO RESPONSIBILITY FOR ANY MATERIAL OUTSIDE OF THE MISSION CONTINUES’S WEBSITE AND APP, INCLUDING ANY WEBSITE OR APP WHICH MAY BE ACCESSED THROUGH A LINK ON THE MISSION CONTINUES’S WEBSITE. Unless otherwise expressly stated at The Mission Continues Website or App, The Mission Continues is not sponsored by or affiliated with the linked website, and trademarks used in connection with linked website are not trademarks of The Mission Continues. The Mission Continues

specifically disclaims responsibility for any inadvertent viewing by a minor of any material intended for adults on a website or app accessed through use of a linked website or app.

### **How to Control How Your Personal Information is Collected, Used and Disclosed**

You have control over how we collect, use and disclose your personal information. Any comments, questions or changes regarding the collection, use and disclosure of your personal information shall be directed to a The Mission Continues representative, as described below.

You may choose not to receive email from us, even after granting permission, by unsubscribing. Instructions on how to unsubscribe from emails that are not related to processing of your transactions with us are included in each such email.

A request for a copy of the personal information we keep about you, depending on the laws of your country, must be made in writing giving details with which The Mission Continues can identify you. Information will be furnished in accordance with applicable law.

### **Children's Information**

We do not knowingly collect or maintain information at our Website or on our App from children under the age of 13, and no part of our Website or App is structured to attract those under the age of 13.

### **Questions, Comments or Accessing or Updating Your Personal Information**

If you have any questions or comments about The Mission Continues' Privacy Policy, would like to advise us how you would like your personal information not to be used or disclosed, or would like to access or update your personal information please contact our webmaster at [info@missioncontinues.org](mailto:info@missioncontinues.org). You can also write to us at The Mission Continues, 1141 S 7th St. St. Louis, Mo. 63104.

Please note that certain information is required by The Mission Continues to process payment and fulfill any orders or donations that you may place through the Website, and if you withdraw your consent to the collection, use or disclosure of your personal information for these purposes, then The Mission Continues will not be able to fulfill your orders or process donations.

### **Acceptance of Privacy Policy**

This Privacy Policy outlines the information usage practices of The Mission Continues. By accessing, browsing or using the Website, by downloading and/or using the App, or by submitting your personal information to The Mission Continues, you signify your agreement to the terms and conditions of this policy. If you do not agree to this policy, please do not submit your personal information to us. We reserve the right, at our discretion, to change, modify, add or remove portions of this Privacy Policy at any time. If, at some point in the future, there is a material change to our information usage practices that affects your personal information, you will be notified of such change by a conspicuous posting on

the Website and/or App and will be prompted to elect whether or not you agree to the change. Depending on the changes made, you may be unable to utilize the Website or App if you choose not to agree to a modification to this Privacy Policy. If any future change affects our payment processing and order fulfillment functions, or if you withhold your consent, we may not be able to continue to process payments or fulfill orders from you. Your acceptance of a revised policy, which may be communicated by clicking to indicate your consent for the continued provision of your personal information to The Mission Continues following the effective date of any changes to this Privacy Policy, shall mean that you have accepted those changes, subject to your continuing right to notify us at any time as to how you would like us to treat your personal information.