

# Alzheimer International Society-Privacy Policy

Effective Date: January 1, 2020

Thank you for visiting an Alzheimer International Society ("AIS") property. This Privacy Policy explains our online information practices and the choices you can make about information collected through our websites, services, and applications (each a "Site" or collectively, the "Sites"). This Privacy Policy applies to any Site that links directly to this policy. For certain offerings on our Sites, there may be additional notices about our information practices and choices. Please read those additional privacy disclosures to understand how they apply to you. Our privacy policy is designed to provide transparency into our privacy practices and principles.

## INFORMATION WE COLLECT

We may collect different types of information during your interactions with our Sites and through our advertising and media across the Internet and mobile apps. This information may include personal information (e.g., name, phone number, postal address, email address, education, and certain payment information), and information about content or advertisements you have been shown or have clicked on). We may combine these types of information together, and collectively refer to all of this information in this Privacy Policy as "Information." Below we describe the types of Information we may collect:

**Registration, account, and sign-up information.** We may collect Information in the course of your use of, or registration with, our Sites. For example, when you create an account, register for or download an application, or sign-up for a product or service, you may provide us with certain personal information. This type of personal information may include: name, phone number, postal address, fax number, email address, or certain payment information (e.g., credit card and billing information). We may also receive Information about your interest in and use of various products, programs, services, and content available on or through our Sites.

**Other information you provide to us.** On some Sites, you may share other information about yourself by, for example, publishing and sharing the information with the Site's website or in the Site's community. Sometimes you may also choose to provide more sensitive forms of personal information to us, such as information regarding your physical or mental health, education, scientific opinions, or trade union membership. For example, we may collect this type of sensitive information if you participate in surveys, focus groups, or opportunities to test new products, programs, or services. We collect this sensitive information with your consent, if required by law, and we take special steps to protect and limit any use of it to the purposes for which it is provided.

**Information from other sources.** We may, on occasion, combine Information we receive online with other information, including usage information from our other Sites and our online advertising and media. We may also supplement or combine Information with information from a variety of other sources or outside records, such as demographic, transaction history, or personal information, and we may use that combined information in accordance with this Privacy Policy.

**Social media.** You can engage with some of our content and offerings, such as videos, games, applications, and other offerings on or through third party communities, forums, and social media sites, services, plug-ins, and applications ("Social Media Sites"). When you link to or interact with our Sites or content through Social Media Sites, you may allow us to receive certain Information from your social media account (e.g., name, user ID, email address, profile

photo, photos and videos, gender). We may also receive Information from your interaction with our content (e.g., content viewed, game performance, high scores, and information about advertisements you have been shown or have clicked on). By providing this Information or otherwise interacting with our Sites through Social Media Sites, you consent to our use of Information from the Social Media Sites in accordance with this Privacy Policy.

**Public forums.** If you post or share Information or content, such as photos, letters, videos, or comments, while participating in online forums on our Sites, or when you interact with our Sites through Social Media Sites, depending on your privacy settings, this Information or content and your username may become public on the Internet or within a community of users. We cannot prevent further use of this Information once you share it in a publicly available forum. For information about how you can customize your privacy settings on Social Media Sites, and how those Social Media Sites handle your personal information and content, please refer to their privacy help guides, privacy policies, and terms of use.

## **HOW WE USE THE INFORMATION**

We use Information for the purposes described in this policy or disclosed at the time of collection or with your consent.

**Providing and marketing products and services.** We use the Information we collect about you through our Sites to fulfill your requests for, and otherwise provide or analyze your use of our products, programs, services and content, to facilitate sharing and other interactions with Social Media Sites, and to provide, develop, maintain, personalize, protect, and improve your experience and our offerings. We may also use Information to offer, market, and advertise products, programs, and services from us and our affiliates, business partners, and select third parties that we believe may be of interest to you.

**Use of technical and usage information.** We use technical and usage information to improve the design, functionality and content of our Sites and to enable us to personalize your experience with our Sites and offerings. We use this Information (i) to provide, develop, maintain, personalize, protect, and improve our Sites, products, programs, and services and to operate our business, (ii) to perform analytics, including to analyze and report on usage and performance of our Sites, (iii) to protect against, identify, and prevent fraud and other unlawful activity, (iv) to create aggregate data about groups or categories of our users, and (iv) for us and our affiliates, business partners, and select third parties to target, offer, market, or advertise products, programs, or services.

**Compliance.** We may use Information we collect to detect, investigate, and prevent activities on our Sites that may violate our terms of use, could be fraudulent, violate copyright, or other rules or that may be otherwise illegal, to comply with legal requirements, and to protect our rights and the rights and safety of our users and others.

## **INFORMATION SHARING AND DISCLOSURE**

We may share and disclose Information in the following ways or for any other purpose disclosed at the time of collection:

**With your consent.** We may disclose Information when you provide us with your consent to do so.

**Service providers.** Our agents and contractors may have access to Information to help carry out the services they are performing for us, such as, but not limited to, creation, maintenance, hosting, and delivery of our Sites, products, and services, conduct marketing, handle

payments, email and order fulfillment, administer contests, conduct research and analytics, or customer service.

**Business partners and third parties.** We may also share Information with business partners and third parties (e.g., other companies, retailers, research organizations, advertisers, ad agencies, advertising networks and platforms, participatory databases, publishers, and non-profit organizations) that may want to market products or services to you. If we share personal information with such unaffiliated third parties for their own marketing purposes, we provide you with an opportunity to opt out of such uses either at the point of collection or through the choice mechanisms set forth in this Privacy Policy. To learn more about your choices, please see Your Choices and Your Controls below.

**Linked sites.** Some of our Sites contain links to other sites, including Social Media sites, whose information practices may be different from ours. Information you submit to other sites will be governed by the other sites' privacy policies and terms.

**Sponsors and co-promotions.** We may sometimes offer content or programs that are sponsored by or co-branded with identified parties. By virtue of these relationships, the sponsoring or co-branding parties may collect or obtain Information from visitors that participate in the activity. We have no control over these sponsoring or co-branding parties' use of this Information. We encourage you to visit the privacy policy of any such sponsoring or co-branding party to learn about their data practices prior to providing Information through sponsored or co-branded content or programs.

## **INFORMATION SECURITY**

We have put in place reasonable controls designed to help safeguard the personal information we collect via the Sites. However, no security measures are perfect, and we cannot assure you that personal information that we collect will never be accessed or used in an unauthorized way.

## **INTERNATIONAL TRANSFER**

We operate internationally, and many of our computer systems are currently based in the United States, this means Information we collect will be processed by us in the U.S. where data protection and privacy regulations may not offer the same level of protection as in other parts of the world, such as the European Union. If you use or visit our Sites from outside the United States, you consent to the collection and/or processing in the United States of Information we collect from you.

## **NOTIFICATION REGARDING PRIVACY POLICY UPDATES**

From time to time, we may update this Privacy Policy. We will notify you about material changes to this Privacy Policy by placing a notice on our Sites. We encourage you to periodically check back and review this policy so that you always know our current privacy practices.

## **HOW TO CONTACT US**

If you have any questions about this Privacy Policy you may contact us at: [privacy@alzint.com](mailto:privacy@alzint.com) or at Alzheimer International Society, 1159 Sonora Court, Suite 345, Sunnyvale, CA 94086 or contact at 1-650-826-2337.