

## **BIG REUSE PRIVACY POLICY**

Big Initiatives, Inc. dba Big Reuse wants you to be familiar with how we collect, use, and disclose information. This Privacy Policy describes our practices in connection with information that we collect through:

Websites operated by us from which you are accessing this Privacy Policy;

HTML-formatted email messages that we send to you that link to this Privacy Policy or other communications with you;

Offline business interactions you have with us (collectively, the “**Services**”).

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### **PERSONAL INFORMATION**

“**Personal Information**” is information that identifies you as an individual or relates to an identifiable individual. The Services collect Personal Information, including:

- Name
- Postal address (including billing and shipping addresses)
- Telephone number
- Email address
- IP address (we may also derive your approximate location from your IP address)
- Payment card data
- Profile picture
- Social media account ID

#### **Collection of Personal Information**

We and our service providers collect Personal Information in a variety of ways, including:

##### **Through the Services.**

*We collect Personal Information through the Services, for example, when you sign up for a newsletter, engage in our educational programming, attend one of our events, contact us, or make a donation.*

##### **From Other Sources.**

*We receive your Personal Information from other sources, for example: publicly available databases.*

If you disclose any Personal Information relating to other people to us or to our service providers in connection with the Services, you represent that you have the authority to do so and to permit us to use the information in accordance with this Privacy Policy.

## **Use of Personal Information**

We and our service providers use Personal Information for the following purposes:

### **Providing the functionality of the Services and fulfilling your requests-**

*To provide the Services' functionality to you, such as linking your account to a third-party account to facilitate your account creation, arranging access to your registered account, offering educational programming, tools, and community forums, and providing you with related benefits, special promotions, and customer service*

*To respond to your inquiries, address issues, and fulfill your requests, when you contact us via one of our online contact forms or otherwise, for example, when you send us questions or request information about our Services*

*To complete your transactions, process donations and payments, verify your information, and provide you with related benefits, special promotions, and customer service*

*To send administrative information to you, such as changes to our terms, conditions, and policies*

*To enable user-to-user communication channels through the Services, if both you and the other user choose to do so*

### **Providing you with our newsletter and/or other marketing materials and facilitating social sharing-**

*To send you marketing related emails, with information about our services, new products, and other news about our organization*

*To facilitate social sharing functionality that you choose to use*

### **Publishing your testimonial on our Website with your prior consent-**

*If you wish to update or delete your testimonial, please contact us at [media@bigreuse.org](mailto:media@bigreuse.org), and include your name, testimonial location, and contact information in your request.*

### **Analyzing Personal Information for business reporting and providing personalized services-**

*To analyze or predict our users' preferences in order to prepare aggregated trend reports on how our digital content is used, so we can improve our Services*

*To better understand your interests and preferences, so that we can personalize our interactions with you and provide you with information and/or offers tailored to your interests*

*To better understand your preferences so that we can deliver content via our Services that we believe will be relevant and interesting to you*

### **Allowing you to participate in contests, or other promotions-**

*We may offer you the opportunity to participate in a contest, or other promotion.*

*Some of these promotions have additional rules containing information about how we will use and disclose your Personal Information. Please read those additional rules before choosing to participate.*

### **Aggregating and/or anonymizing Personal Information-**

*We may aggregate and/or anonymize Personal Information so that it will no longer be considered Personal Information. We do so to generate other data for our use, which we may use and disclose for any purpose, as it no longer identifies you or any other individual.*

## **Accomplishing our business purposes-**

*For data analysis, for example, to improve the efficiency of our Services;*

*For audits, to verify that our internal processes function as intended and to address legal, regulatory, or contractual requirements;*

*For fraud prevention and fraud security monitoring purposes, for example, to detect and prevent cyberattacks or attempts to commit identity theft;*

*For developing new products and services;*

*For enhancing, improving, repairing, maintaining, or modifying our current products and services, as well as undertaking quality and safety assurance measures;*

*For identifying usage trends, for example, understanding which parts of our Services are of most interest to users;*

*For determining the effectiveness of our promotional campaigns, so that we can adapt our campaigns to the needs and interests of our users;*

*For operating and expanding our business activities.*

## **Disclosure of Personal Information**

We disclose Personal Information-

### **To our third-party service providers, to facilitate services they provide to us**

*These can include providers of services such as website hosting, data analysis, payment processing, order fulfillment, fraud prevention, information technology and related infrastructure provision, customer service, email delivery, auditing, and other services.*

### **By using the Services, you may elect to disclose Personal Information**

*On message boards, chat, profile pages, blogs, and other services to which you are able to post information and content. Please note that any*

*information you post or disclose through these services will become public and may be available to other users and the general public.*

### **Other Uses and Disclosures-**

We may use and disclose Personal Information as we believe to be necessary or appropriate: (a) to comply with applicable law, to respond to requests from public and government authorities, to cooperate with law enforcement, or for other legal reasons; (b) to enforce our terms and conditions; and (c) to protect our rights, privacy, safety or property, and/or that of our affiliates, you, or others. We may also use, disclose, and transfer Personal Information to a third party in connection with any reorganization, merger, sale, joint venture, assignment, transfer, or other disposition of all or any portion of our assets or stock (including in connection with any bankruptcy or similar proceedings).

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### **OTHER INFORMATION**

“**Other Information**” is any information that does not reveal your specific identity or does not directly relate to an identifiable individual. The Services collect Other Information such as:

Browser and device information

Log and usage data

Information collected through cookies, pixel tags and other technologies

Demographic information and other information provided by you that does not reveal your specific identity

Information that has been aggregated in a manner such that it no longer reveals your specific identity

### **Collection of Other Information**

We and our service providers may collect Other Information in a variety of ways, including:

#### **Your browser or device.**

*Certain information is collected by most browsers or automatically through your device, such as your Media Access Control (MAC) address, computer type (Windows or Mac), screen resolution, operating system name and version, device manufacturer and model, language, and*

*Internet browser type and version you are using. We use this information to ensure that the Services function properly.*

## **Cookies**

*Cookies are pieces of information stored directly on the computer that you are using. Cookies allow us to collect information such as browser type, time spent on the Services, pages visited, language preferences, and other traffic data. We and our service providers use the information for security purposes, to facilitate navigation, to display information more effectively, and to personalize your experience. We also gather statistical information about use of the Services in order to continually improve their design and functionality, understand how they are used, and assist us with resolving questions regarding them. We do not currently respond to browser do-not-track signals. If you do not want information collected through the use of cookies, most browsers allow you to automatically decline cookies or be given the choice of declining or accepting a particular cookie (or cookies) from a particular website. You may also wish to refer to <http://www.allaboutcookies.org/manage-cookies/index.html>. If, however, you do not accept cookies, you may experience some inconvenience in your use of the Services.*

## **Pixel tags and other similar technologies**

***Pixel tags.*** *Pixel tags (also known as web beacons and clear GIFs) may be used to, among other things, track the actions of users of the Services (including email recipients), measure the success of our marketing campaigns, and compile statistics about usage of the Services and response rates.*

***Analytics.*** *We use analytics services such as Google Analytics and Hotjar, which use cookies and similar technologies to collect and analyze information about use of the Services and report on activities and trends. These services may also collect information regarding the use of other websites, apps and online resources. You can learn about Google's practices by going to [www.google.com/policies/privacy/partners/](http://www.google.com/policies/privacy/partners/), and exercise the opt-out provided by Google by downloading the Google Analytics opt-out browser add-on, available at <https://tools.google.com/dlpage/gaoptout>. You can learn about Hotjar's*

practices by going to [hotjar.com/legal/policies/privacy/](https://hotjar.com/legal/policies/privacy/), and exercise the opt-out provided by Hotjar by following the guide available at [hotjar.com/policies/do-not-track/](https://hotjar.com/policies/do-not-track/).

**Invisible reCAPTCHA.** We use Google's invisible reCAPTCHA application on our Services in order to protect against spam and other automated abuse. The reCAPTCHA tool may make use of cookies, as well as other information like IP address, date, time, language, screen size and resolution, and mouse movements. The use of the reCAPTCHA tool and any information collected through the tool are subject to Google's privacy policy, available at <https://policies.google.com/privacy>, and Google's terms of service, available at <https://policies.google.com/terms?hl=en>.

## Uses and Disclosures of Other Information

We may use and disclose Other Information for any purpose, except where we are required to do otherwise under applicable law. If we are required to treat Other Information as Personal Information under applicable law, we may use and disclose it for the purposes for which we use and disclose Personal Information as detailed in this Policy. In some instances, we may combine Other Information with Personal Information. If we do, we will treat the combined information as Personal Information as long as it is combined.

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## SECURITY

We seek to use reasonable organizational, technical and administrative measures designed to protect Personal Information within our organization. Unfortunately, no data transmission or storage system can be guaranteed to be 100% secure. If you have reason to believe that your interaction with us is no longer secure, please immediately notify us in accordance with the "Contacting Us" section below.

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## CHOICES AND ACCESS

We give you choices regarding our use and disclosure of your Personal Information for marketing purposes. You may opt out from receiving marketing-related emails from us. If you no longer want to receive marketing related emails from us on a going-forward

basis, you may opt out by clicking on the unsubscribe link in the emails that we send. We will try to comply with your request(s) as soon as reasonably practicable. Please note that if you opt out of receiving marketing related emails from us, we may still send you important administrative messages, from which you cannot opt out.

If you would like to request to access, correct, update, suppress, restrict, or delete Personal Information, object to or opt out of the processing of Personal Information, or if you would like to request to receive a copy of your Personal Information for purposes of transmitting it to another company (to the extent these rights are provided to you by applicable law), you may contact us in accordance with the “*Contact Us*” section below. We will respond to your request consistent with applicable law.

In your request, please make clear what Personal Information you would like to have changed or whether you would like to have your Personal Information suppressed from our database. For your protection, we may only implement requests with respect to the Personal Information associated with the particular email address that you use to send us your request, and we may need to verify your identity before implementing your request. We will try to comply with your request as soon as reasonably practicable.

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### **THIRD-PARTY SERVICES**

This Privacy Policy does not address, and we are not responsible for, the privacy, information, or other practices of any third parties, including any third party operating any website or service to which the Services link. The inclusion of a link on the Services does not imply endorsement of the linked site or service by us or by our affiliates.

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### **USE OF SERVICES BY MINORS**

The Services are not directed to individuals under the age of thirteen (13), and we do not knowingly collect Personal Information from individuals under 13.

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### **JURISDICTION AND CROSS-BORDER TRANSFER**

Your Personal Information may be stored and processed in any country where we have facilities or in which we engage service providers, and, by using the Services, you



understand that your information will be transferred to countries outside of your country of residence, including the United States, which may have data protection rules that are different from those of your country.

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### **SENSITIVE INFORMATION**

Unless we request it, we ask that you not send us, and you not disclose, any sensitive Personal Information (e.g., social security numbers, information related to racial or ethnic origin, political opinions, religion or other beliefs, health, biometrics or genetic characteristics, or criminal background) on or through the Services or otherwise to us.

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### **THIRD-PARTY PAYMENT SERVICE**

The Services may provide functionality allowing you to make payments to the Company using third-party payment services with which you have created your own account. When you use such a service to make a payment to us, your Personal Information will be collected by such third party and not by us, and will be subject to the third party's privacy policy, rather than this Privacy Policy. We have no control over, and are not responsible for, this third party's collection, use, and disclosure of your Personal Information.

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### **UPDATES TO THIS PRIVACY POLICY**

This Privacy Policy will be updated as needed to reflect best practices. Any changes will become effective when we post the revised Privacy Policy on the Services.

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### **CONTACTING US**

If you have any questions about this Privacy Policy, please contact us at [media@bigreuse.org](mailto:media@bigreuse.org) or:

Big Reuse

One 12th Street

Brooklyn, NY 11215

Because email communications are not always secure, please do not include credit card or other sensitive information in your emails to us.