

## **Privacy Policy**

Effective Date: July 14, 2025

Ascension Wisconsin Foundation (the “Foundation”, “AWF”, “we”, “us” or “are”) is committed to the privacy and confidentiality of your information

This Privacy Policy is designed to explain our data collection practices to our donors, supporters, and all those who engage with us via our website [giveAWF.org](https://giveAWF.org) and all related websites (our “Sites”). Accordingly, this Privacy Policy describes what personal data we collect about you when you use our Sites, how we use that information, and how we may share it with others. We encourage you to read this Privacy Policy and reach out to us using the contact methods at the end of the Privacy Policy if you have any questions.

This Privacy Policy incorporates the [Terms of Use](#) found on our Sites. If you are a visually-impaired individual, an individual with another disability, or an individual seeking support in another language, you may access this Privacy Policy by emailing us at [giveAWF@ascension.org](mailto:giveAWF@ascension.org).

Please note that this Privacy Policy does not apply to the privacy practices of Ascension Health Alliance d/b/a/ Ascension. For more information on Ascension’s practices, please review its [Privacy Policy](#).

Note also that this Privacy Policy does not apply to third-party websites, products, or services, even if they may link to our website or if our site links to them. We recommend that you review the privacy practices of those third parties before connecting, accessing third party websites and sharing any personal data.

### **1. Collection of Personal Data**

For the purposes of this Privacy Policy, “personal data” means individually identifiable information about an individual consumer collected online by the operator and maintained by the operator in an accessible form. Personal data does not include “aggregate” or other non-personally identifiable information. Aggregate information is information that we collect about a group or category of products, service, or users that is not personally identifiable or from which individual identities are removed. We may collect the following personal data about you via our Sites:

- **Personal Data You Provide Us**

We may collect certain personal data from you when you contact us directly, fill out forms on our Sites, send us any messages and/or attachments, sign up for our newsletters, make a donation, or otherwise interact with us. This may include your first and last name, email address, mailing address, and phone number. If you make a donation, we will also collect your donation amount and payment information such as your credit or debit card number. We may also collect your employer’s name or information if your employer is matching your donation.

- **Personal Data Collected Automatically When You Access and Use Our Sites**

We may also collect information about how our Sites are accessed and used to improve our Services and advertise to you. For example, we and our third-party providers may use cookies and similar tracking technologies to track the activity on our Sites and hold certain information whenever you visit or interact with our Sites (“Usage Data”). Usage Data may be stored or

accessed using a variety of technologies that may be downloaded to your personal computer, browser, laptop, tablet, mobile phone or other device whenever you visit or interact with the Sites. Usage Data may include information such as your computer's Internet Protocol address (e.g. IP address), browser type, browser version, the pages of our Service that you visit, the time and date of your visit, the time spent on those pages, unique device identifiers, and other diagnostic data. For more information, please review the Cookies and Tracking Technologies section of this Privacy Policy.

- **Personal Data Collected from Third Parties**

We may collect information about you from third parties who provide research services to offer you opportunities to become involved in activities that we believe may interest you, and for other purposes. For example, we may collect publicly available and aggregated information about your donation history, participation in charity events and campaigns, records of personal property, or other purchasing or consuming histories or tendencies. We may combine the information we receive from those sources with information we collect through our Sites and Services to create or enhance a donor profile about you reflecting your preferences, characteristics, behavior, and attitudes. In those cases, we will apply this Privacy Policy to the combined information.

## **2. Use of Personal Data**

We generally process and use the personal data we collect from you in the following ways:

- Provide, operate, and maintain the Sites
- Improve, personalize, and expand the Sites
- Understand and analyze how you use the Sites
- Develop new features and functionalities
- To verify your identity
- Communicate with you in accordance with your preferences to provide you with updates and other information relating to the Sites, and for marketing and promotional purposes through email and any other channels you choose to communicate with us
- To contact you regarding changes to the Sites and/or any of the Sites' policies
- To prevent unauthorized, improper, or illegal activities on the Sites
- For internal business purposes
- For purposes disclosed at the time you provide your information or as otherwise set forth in this Privacy Policy or for any other legal purpose not inconsistent with this Privacy Policy
- We may also use your personal data: (1) to specifically target relevant advertisements or content to you, including making recommendations based on your activities; (2) to understand the usefulness to you of the advertisements or content that have been delivered to you; and (3) when you comment to or add content to the Sites.

## **3. Disclosure of Personal Data**

We may disclose personal data to the following categories of third parties:

- **Affiliates.** We may share personal data among our affiliates to provide our services, and for internal administrative purposes.

- **Service providers.** We share personal data with our service providers to provide services on our behalf, such as payment processing, analytics, advertising, hosting, marketing, customer and technical support, and other services.
- **Third-party advertising platforms.** We may share your personal data with third-party platform providers who assist us in serving advertising regarding to others who may be interested. We also partner with third parties who use cookies to serve interest-based advertising and content on their respective third-party platforms that may be based on your preferences, location, and/or interests.
- **Other third parties we use to support our business.** For example, if you make a donation, the information you provide, including your contact information, donation amount, and payment data, may be collected and stored by our third-party provider Classy on our behalf. In some circumstances, Classy may employ machine learning and other analytics that make inferences about some characteristics about you, including your preferences, characteristics, behavior, and attitude. You can opt-out of Classy's use of your personal data for these purposes [here](#). For more information, please review Classy's [Privacy Policy](#).
- **Compliance and harm prevention.** Under certain circumstances, we may be required to disclose your personal data if required to do so by law or in response to valid requests by public authorities.
- **Business transfers and transactions.** If we or our subsidiaries are involved in a merger, acquisition, asset sale, or other corporate combination, your personal data may be transferred to the acquiring or surviving entity.

#### **4. Cookies and Tracking Technologies**

We use cookies and similar tracking technologies to track the activity on the Service and we hold certain information. Cookies are files with a small amount of data which may include a unique identifier. Cookies are sent to your browser from a website and stored on your device. We also use other tracking technologies, such as beacons, tags and scripts to collect and track information and to improve and analyze our Sites.

##### **a. Cookies**

Cookies on the Sites generally fall into the following categories:

- **Strictly Necessary.** We may use cookies that we consider are strictly necessary to allow you to use and access our website, including cookies required to prevent fraudulent activity, or improve security.
- **Performance/Analytics.** We may use cookies that are useful to assess the performance of our website, including as part of our analytic practices or otherwise to improve the content, products or services offered through our website.
- **Functionality.** We may use cookies that are required to offer you enhanced functionality when accessing our website, including identifying you when you sign in to our website or keeping track of your specified preferences, including in terms of the presentation of content on our website.
- **Advertising.** We may use cookies to deliver content, including ads, relevant to your interests on our Site and third-party websites based on how you interact with advertisements or content.

You can modify your browser settings to decline or accept cookies. If you decline cookies, some of our Sites' features may not function as designed.

Please note that the Sites do not support Do Not Track functionality. Do Not Track is a preference you can set in your web browser to inform websites that you do not want to be tracked. You can enable or disable Do Not Track by visiting the Preferences or Settings page of your web browser.

## **5. Children's Data**

Our Sites are not intended for children. We do not knowingly collect any personal data from children under the age of 13. If you think that your child provided this kind of information on the Sites, we strongly encourage you to contact us immediately, and we will do our best efforts to promptly remove such information from our records.

## **6. Data Security and Retention**

The security of your personal data is important to us, but remember that no method of transmission over the Internet, or method of electronic storage, is 100% secure. We maintain appropriate technical, administrative, and physical safeguards to help protect the security of your personal data against unauthorized access, destruction, loss, alteration, disclosure or misuse, but we cannot guarantee its absolute security. We encourage you to secure your account with a strong password and to keep your password private.

We will retain your personal data for as long as necessary for the purposes outlined in this Privacy Policy. This information will be used and retained to the extent necessary to comply with any legal obligations or policies, to resolve disputes, and/or enforce legal agreements. Personal data may also be retained for internal analytic purposes. This information is retained for a shorter period of time, unless it used to enhance security features or improve the functionality of our Sites. Our determination of precise retention periods will be based on (i) the length of time we have an ongoing relationship with you (such as whether you are a current employee or contractor) (ii) whether there is a legal obligation to which we are subject; and (iii) whether retention is advisable in light of our legal position, including regard to applicable statutes of limitations, litigation or regulatory investigations.

## **7. Transfers of Personal Data**

Our Sites are operated exclusively in the United States and intended for users located in the United States. We may transfer, store, and use information we collect and maintain about you, including personal data outside of your state, province, country, or other governmental jurisdiction. For such transfers, we take the necessary measures to ensure that your personal data receives an adequate level of protection. Please note that the data protection laws in the jurisdiction in which we process personal data may differ from those of your jurisdiction, and in certain circumstances, your personal data may be subject to access requests from governments, courts, law enforcement agencies or regulatory agencies in those other jurisdictions.

## **8. Opting Out of Promotional Emails and Newsletters**

You may opt-out of any emails that we send for promotional purposes by clicking the “unsubscribe” links provided at the bottom of those emails. Please note that if you opt out of receiving promotional emails from us, we may still send you important administrative messages that are required to provide you with our Sites or services or for other reasons disclosed in this Privacy Policy. You will continue to receive these emails, if appropriate, even if you unsubscribe from our optional communications.

## **9. Updates to this Privacy Policy**

We may change this Privacy Policy from time to time to reflect changes in our data practices or relevant laws. We will let you know via email and/or a prominent notice on our Sites, prior to the change becoming effective, and update “effective date” at the top of this Privacy Policy. We recommend periodically reviewing this Privacy Policy for any changes. Changes to this Privacy Policy are effective when they are posted on this page.

## **10. Contact Information**

If you have questions or concerns regarding this Privacy Policy, please contact us via the methods listed below:

- **Email us** at [giveAWF@ascension.org](mailto:giveAWF@ascension.org)
- **Write us** at 19333 W. North Ave. Brookfield, WI 53045
- **Call us** at 414-207-4536