

Privacy Policy

Updated, effective: September 1, 2020

Thank you for visiting our website (the “**Website**”). LA28 (“**Company**,” “**we**,” or “**us**”) takes the privacy and security of your information very seriously. This Privacy Policy (our “**Policy**”) describes the type of information that we collect from you by our Website or otherwise receive electronically, and the steps the Company has taken to protect that information. This Policy is incorporated into and is subject to the Company’s Terms of Use, which include important information related to your use of the Website. If you have additional privacy or information security questions after reading this Policy, please contact us at privacy@la28.org or (424)-371-8389.

What information does LA28 collect from or about me?

We collect certain information from you when you share that information with the Company and when you use the Website and related services, including the categories of information described below.

Personal Information:

We may collect certain information from you, such as your name, address, email address, telephone number, zip code, photos, and contact information. We call this information “**Personal Information**.” We don’t share Personal Information with third parties except as specified in this Policy.

Cookies and Site Visit Information:

“Cookies” are electronic files many websites place on a visitor’s computer to store information that makes each visit to a respective site more efficient. We do not store Personal Information in cookies.

As described in more detail below, we partner with Adobe Experience Manager (“AEM”) to improve the quality of our Website. AEM may install “persistent cookies” on your computer or mobile device to perform these services when you first visit our Website. A persistent cookie remains in your browser after you have left the Website. This allows AEM to track your activity on the Website, and on other sites you visit.

To remove persistent cookies, you may configure your browser to clear all cookies, or configure it to reject cookies whenever you visit a new website. Please consult your browser’s user guide for specific instructions on removing cookies.

We also collect certain types of non-Personal information whenever you visit our Website, which we call “**Site Visit Information**.” This information does not identify you personally (such as IP address, device information, and browser information), which helps us operate our Website and provide other services, including technical support.

Analytics Information:

We have partnered with AEM to collect certain non-Personal Information about how our Website is used. AEM may collect information about how many times you visit our Website, what you visit when you explore our Website, and what other sites you visit before and after visiting our Website. You can learn more about how cookies are used for AEM services here: <https://www.adobe.com/privacy/cookies.html>.

Location Information:

The Website, in both its standard and mobile formats, may collect location or geographic information from you or your device.

Other Information:

We may receive additional information about you (including Personal Information) from you directly (for example, by email) and from other sources and may combine that information with the other information we collect or receive about you. For example, we may receive information about you from our affiliates, partners, service providers, and other third parties, such as Facebook. This information may be sent to the Company for a variety of reasons, including instances where you have expressed an interest in the Company or some of its activities to one of our partners, you have provided information on a related website or to our service providers, or you have shared information via a third-party platform. We may match the information we collect about you through the Website and related services with information collected by or from such third parties in order to, among other things, enhance our ability to serve you, to tailor our content to you, improve our Website and services, and to improve our understanding of individuals who might be interested in the Company. Please note that this Policy governs the Company's use of this information only, and does not describe how third parties collect, use, or share information.

How does LA28 use the information it collects?

The Company collects information to keep in touch with you, to provide and enhance the services we provide, and to improve your experience of our Website.

The Company uses the Personal Information you share with us to communicate with you about upcoming events, promotions, and other exciting opportunities. The Company also uses Analytics and Site Visit information to improve the design, functioning, and your experience of its Website.

The Company may use cookies and automatically collected Site Visitor Information to:

- personalize our services and the Website, such as remembering information about you so that you will not have to re-enter it during your visit or the next time you visit;
- provide customized advertisements, content, and information;
- monitor and analyze the effectiveness of the Website and third-party marketing activities;

- monitor aggregate site usage metrics such as total number of visitors and pages viewed; and
- track your entries, submissions, and status in any promotions or other activities on the Website.

When does LA28 share or disclose information it collects?

We do not sell or lease the Personal Information you share with third parties.

Further, except as described in this Policy, we will not disclose information that we collect about you or from you to third parties without your consent. We may disclose information to third parties if you consent to us doing so, as well as in the following circumstances:

- Any information that you voluntarily share or choose to include in a publicly accessible part of the Website or the related Company services will be available to anyone who has access to that content.
- Any photos, videos, information and/or other materials that, as part of a campaign or program, you voluntarily share with us by email or publicly post on our Website or other websites may be publicly disclosed by us as part of our campaigns and programs.
- The Company may share your Personal Information, Analytics, and Site Visit Information with certain trusted third-parties to perform functions and provide services to us, including site hosting and maintenance, donation processing, customer relationship, database storage and management, advertising, and direct marketing campaigns. We require all service providers to use the information solely for providing services and to take your privacy and the security of the information we share with them seriously.
- We may disclose information about you if required to do so by law or in the good-faith belief that such action is necessary to comply with state and federal laws, in response to a court order, judicial or other government subpoena or warrant, or to otherwise cooperate with law enforcement or other governmental agencies.
- We also reserve the right to disclose information about you that we believe, in good faith, is appropriate or necessary to (i) take precautions against liability, (ii) protect ourselves or others from fraudulent, abusive, or unlawful uses or activity, (iii) investigate and defend ourselves against any third-party claims or allegations, (iv) protect the security or integrity of the LA28 Website and services and any facilities or equipment used to make the Website and services available, or (v) protect our property or other legal rights (including, but not limited to, enforcement of our agreements), or the rights, property, or safety of others.
- If we are involved in a merger or business transfer, or in the event of bankruptcy, we may transfer information about our users to one or more third parties as part of that

transaction. In the event that Los Angeles is chosen to host the Olympic and Paralympic Games (Games), and/or as required by the United State Olympic and Paralympic Committee (USOPC) or the International Olympic Committee (IOC), we may transfer or disclose information about our users to the Organizing Committee for the Games, the USOPC, the IOC or any legacy organization of the Company.

- We may make certain aggregated, automatically-collected, or otherwise non-Personal Information available to third parties for various purposes, including (i) compliance with various reporting obligations; (ii) for business or marketing purposes; or (iii) to assist such parties in understanding our users' interests, habits, and usage patterns for certain programs, content, services, advertisements, promotions, and/or functionality available through the Website and services.

Does LA28 track my activity across other websites?

The Company may track your activity across multiple websites. When you visit our Website, we automatically collect the name of the website you visited from (called the "referring page") and the name of the website you chose to visit immediately after ours (called the "exit page"), and information about other websites you have recently visited. This information is used to improve our Website, and we do not use any information we receive from cookies to identify you. The Company does not honor browser "Do Not Track" settings. When the Website detects a "Do Not Track" signal from your browser, it will still collect referring and exit page information and other information.

What choices do I have about how LA28 uses or shares my Personal Information? Can I choose to stop receiving messages from LA28?

If you want the Company to limit how it uses or shares Personal Information you have provided, or if you want to review, update, or change any Personal Information you have provided to us, please contact us at privacy@la28.org or by calling: (424)-371-8389.

We may send you newsletters and other messages, including marketing emails, about exciting events and to alert you to relevant advertisements and other opportunities. We will only send you communications if you give us express permission to do so by completing a form on our Website. You can always choose to stop receiving newsletters or other communications from us by clicking the "unsubscribe" link at the bottom of a Company newsletter or email message.

Can children use LA28's website?

No part of the Website is directed to persons under the age of 13. IF YOU ARE UNDER 13 YEARS OF AGE, PLEASE DO NOT USE OR ACCESS THE SERVICE AT ANY TIME OR IN ANY MANNER WITHOUT THE CONSENT OF YOUR PARENT OR GUARDIAN. YOU MAY NOT DOWNLOAD ANY COMPANY CONTENT FROM THE SERVICE OR SUBMIT ANY PERSONAL INFORMATION OR USER CONTENT TO THE SERVICE UNLESS YOU ARE AT LEAST 18 YEARS OF AGE.

Where is the website hosted and data stored?

LA28 is based in the United States and our Website is hosted there. Our Website is intended for users located in the United States. We may transfer your data from the U.S. to other countries or regions in connection with storage and processing of data, fulfilling your requests, and operating our Website.

What if I follow a link to a third-party website?

The Website may contain links to third-party websites. Those websites are governed by their own privacy and data use practices and policies. The Company does not have control over the privacy practices of the third-parties operating these websites, and we have no control over how these third parties collect or use the information you chose to share with them. Please also note that certain third party sites, such as social networks and advertisers, may collect information about you or your online activities when you are using other websites, including this website. We are not responsible for the content or privacy and security practices and policies of these third party websites and we encourage you to learn about these third parties' privacy and security policies before providing them with information.

How does LA28 protect my information?

We take the security of your Personal Information very seriously. The Company uses administrative, physical, and technical safeguards to secure the personal information you share with us. Despite these safeguards and our additional efforts to secure your information, we cannot promise or guarantee that that information about you will not be accessed, viewed, disclosed, altered, or destroyed by breach of any of our physical, technical, or administrative safeguards.

Will LA28 change this Policy?

We may update our Policy to reflect changes to our Website and our information practices. If we make any material changes to this Policy, we will notify you by posting a notice on our Website with a link to our revised Policy. We encourage you to periodically visit this page for the latest information on our privacy practices.

How do I contact LA28?

For questions about this Policy or about the Company's privacy and information security practices generally, you can contact us at privacy@la28.org or by calling: (424)-371-8389.