

GO! Network Privacy Policy:

Effective February 19, 2013

I. OUR COMMITMENT TO PRIVACY

GO! Network, a Missouri not-for-profit corporation ("GO!") is committed to respecting and protecting your privacy. GO! has developed this Privacy Policy ("Privacy Policy") to help to protect your personal information. The Privacy Policy discloses the information we gather on <http://gonetworkstl.com/> (the "Site"), as well as ways in which we process and share such information and how you can correct or change such information. Except where otherwise expressly indicated herein or on the Site, this Privacy Policy applies only to information collected on the Site and does not apply to information collected outside of the Site.

This Privacy Policy addresses our privacy practices relating to the general use of our Site by anyone who visits, browses or otherwise uses the Site. Before submitting information to the Site, please read this Privacy Policy. By visiting the Site, submitting information, making a donation or using any of our products or services, you acknowledge that you accept the practices and policies outlined in this Privacy Policy and consent to having your data transferred to and/or processed in the United States. If you do not agree to this Privacy Policy, please do not use the Site.

II. THE INFORMATION WE COLLECT

The Site will collect personally identifiable information from you ("PII") which in the judgment of GO! is necessary for you to use the Site effectively. We do not require you to register or submit PII in order to visit the Site. Some activities on the Site can be performed without providing PII. We collect the following categories of information from you:

A. Personally Identifiable Information Collected from Individuals

We may receive and store any information you enter on the Site or provide to us in any other way through or via the Site that would allow us to identify you personally or contact you. The PII you provide to us only will be used by GO! in accordance with this Privacy Policy. Examples of PII we may collect from you:

- If you set up a personal account, we collect your name, email, your mailing address and phone number;
- PII you provide about yourself when you send us an email or contact us.
- PII you provide about yourself on your account page, a project page, or anywhere else on the Site. For example, if you use any third party platforms, such as Facebook or Twitter, to share information about yourself on the Site, we may collect that information.

You can choose not to provide us with certain PII, but then you may not be able to take advantage of all of the services and products offered on the Site.

B. Passive Gathering of Information Electronically

▪ Cookies

During the course of any visit to the Site, the pages you see, along with "cookies," meaning small pieces of information that are stored by your browser on your computer's hard drive are, downloaded to your computer. These cookies do not contain or collect any PII, but they do enable us to provide features such as personalization. Most web browsers automatically accept cookies, but you usually can change your browser to limit or prevent cookies. Cookies in themselves do not personally identify the individual user, but rather the computer that is being used to access the Site. You may have the opportunity to set your computer to accept all cookies, to notify you when a cookie is issued, or to not receive cookies at any time.

○ E-mail Communications to you and your friends:

When you send an email to GO!, we may retain your email address and the contents of the email you send.

When you invite friends to join GO!, donate to one of your projects, or join a team, GO! will send an email to your friends. GO! does not store your friends' email address or use that information for any purpose other than sending the email that you requested.

- Non Personally Identifiable Information

From time to time, we may also ask you to provide us with non-PII that is data that is not intended to allow us to identify you personally, such as your first name, birthday or zip code. Your non-PII may be aggregated and used for our internal purposes or for creating reports for third-party advertisers, sponsors, and other providers of services to GO!, or otherwise shared with third parties for any lawful purpose, without your permission. No third party is intended to be able to know who you are as a result of the use of your non-PII.

We also may automatically collect Site usage information, such as the numbers and frequency of users to the Site, pages visited and similar data. This data is used in the aggregate, that is, as a statistical measure, and not in a manner that is intended to identify you personally. Aggregate information generally is collected through the use of cookies and web beacons as discussed above. This aggregate information helps GO! determine general usage patterns and modify the Site in order to improve your experience. This type of aggregate information may be shared with third parties at any time.

III. HOW WE USE INFORMATION

When you provide us with your PII, we may use such information for a number of purposes, including:

- To facilitate communication between GO! and you including, without limitation, responding to your questions or comments, sending emails concerning our products and services, or to contact you for feedback regarding us, advertisers, or business partners;
- To administer your account, process donations, provide products or services to you, and for GO! marketing and promotional activities;
- To provide a report to a charity or an event supporting a charity to whom you have made a donation or to alert a fundraiser to whom you have made a donation, supported a project, or joined a team;
- To provide a report to our advertisers, sponsors, or business partners that tells them who responded to a particular offer or to facilitate the fulfillment of an order that you have made with an advertiser or business partner;
- To provide you with important functionality changes to the Site, new GO! services, and special offers from GO! and reputable third parties that we think you will find valuable;
- To customize, analyze, adjust, and improve the Site to meet our, your, advertiser, or business partners' needs and expectations;
- To enforce our agreements with you, prevent fraud and other prohibited or illegal activities, for other legally permissible purposes and generally to ensure that we comply with applicable laws;

IV. DISCLOSURE OF INFORMATION TO THIRD PARTIES

GO! may give, share, sell or trade your PII to or with any third parties under the following circumstances:

A. Charities, Event Organizer Partners

When you make a donation or register to volunteer, fundraise, or register for an event for a charity or for an organization or event associated with fundraising, GO! shares with the charity and event organizer your name, address, email address, birthdate, donation amount, date of transaction, transaction identification number and may also include the name of the project associated with the donation. If you wish to stop receiving communications from a charity or event organizer, please contact the charity or event organizer directly.

B. Fulfillment of Services

We may retain other companies and individuals to perform certain functions on our behalf. Examples include, but are not limited to, companies and individuals who: (i) administer the GO! accounts; (ii) process donations; (iii) conduct surveys or promotional activities; (iv) provide customer support, web hosting, internet service, and data analysis. Such third parties may be provided with access to PII needed to perform their functions but may not use such information for any other purpose.

C. **Compliance with Law and Fraud Protection**

We may disclose any information, including, without limitation, PII that we deem necessary, in our sole discretion and without your prior permission, to comply with any applicable law, regulation, legal process, or governmental request. We may also exchange information, including, without limitation, PII, with other companies and organizations for credit fraud protection, risk reduction, and related activities or to protect the rights, property, and safety of GO!, its agents, employees, affiliates, or others. GO! reserves the right to disclose PII for a user whom we believe is in violation of our Privacy Policy or other terms of service as posted on the Site, even without a subpoena, warrant, court order, or other governmental request.

V. **CREDIT CARD INFORMATION**

GO! does not collect, store, or otherwise maintain any credit card information from individuals who make a donation through the Site. Donations, including information associated with your credit card, are processed by a secure third party payment processing gateway.

VI. **IMPORTANT DISCLOSURES, PRACTICES AND CONTACT INFORMATION**

A. **Third Party Links**

The Site may contain links to third-party websites. Please be aware that GO! cannot control and is not responsible for the information collection practices of such websites, which may differ from those of GO!.

B. **Data Security**

We maintain a variety of commercially reasonable safeguards designed to protect your PII from unauthorized access and disclosure.

You should be aware, however, that GO! has no control over the security of other websites on the Internet that you might visit even when a link may appear to those websites from our Site.

GO! does not promise, and you should not expect, that your PII, searches or other communications always will remain secure. In the event of a breach of the confidentiality or security of your PII, we will notify you if reasonably possible and as reasonably necessary so that you can take appropriate protective steps. We may notify you under such circumstances using the email address(es) we have on record for you. Please refer to the Federal Trade Commission's Web site at <http://www.ftc.gov/bcp/menus/consumer/data.shtm> for information about how to protect yourself against identity theft.

C. **Changes to this Privacy Policy**

We may occasionally update this Privacy Policy to reflect changes in our practices. When we post changes to this Privacy Policy, we will revise the updated date at the top of this Privacy Policy. If we make any material changes to our Privacy Policy, we will post notices of the changes on the Site. You may at any time, by written notice to GO!, request that it delete your PII information.

D. **Contacting Us**

If you have any questions about GO! generally, this Privacy Policy, or the Site, please feel free to contact us.

E. **Users From Outside the United States**

The Site is hosted in the United States and is governed by United States law. If you are visiting the Site from outside the United States, please be aware that Your information may be transferred to, stored, and processed in the United States where our servers are located and our central database is operated. By

using the Site, you consent to your information being transferred to our facilities and to the facilities of those third parties with whom we share it as described in this Privacy Policy.

F. No Rights of Third Parties

This Privacy Policy does not create rights enforceable by third parties.