

**THE DANA FOUNDATION
EUROPEAN UNION GENERAL DATA PROTECTION REGULATION (GDPR)
POLICY**

Effective April 12, 2021

The Dana Foundation has created this supplemental Privacy Policy (“Privacy Policy”) in accordance with the European Union General Data Privacy Regulation (“GDPR”) to explain why we collect particular information and how we will protect your personal privacy within The Dana Foundation’s websites (collectively, the “Websites”). The following discloses our information gathering and dissemination practices for the Websites located at the following URLs: <https://www.dana.org> and <https://brainawareness.org>. In order to fully understand your rights, we encourage you to read this Privacy Policy.

Questions regarding this statement should be directed to by sending an email to privacy@dana.org. Please reference this Privacy Policy in your subject line.

BY ENTERING INTO AND USING ANY OF THE WEBSITES YOU ACKNOWLEDGE AND AGREE TO THE TERMS AND CONDITIONS SET FORTH IN THIS PRIVACY POLICY.

How We Collect and Use Your Personal Information

Our registration forms require users to give us personally identifiable information (“PII”) that may include name, email address, format preference (HTML vs. Text), address, interests, and similar information. We do not request or store commercially sensitive/high-risk information from our visitors, such as credit card or Social Security numbers. If you choose to complete a form, e-mail us, or register for an event, and in doing so provide personal information about yourself, The Dana Foundation may use that information to process your registration, provide you with customer service, and track and analyze your engagement in activities of The Dana Foundation.

Your User Profile/Account

You are responsible for maintaining the confidentiality of any passwords associated with your Dana Foundation account and monitoring all activity under your account. You assume full responsibility for all activities that occur under your account (unless The Dana Foundation is the direct cause of a security breach).

Email address

Your email address helps us better communicate with you. For example, we use it to deliver Dana Foundation newsletters and respond to your questions.

Password

Your password gives you access to nonpublic areas of the Website (where your membership information is stored and can be updated).

Your name

Your name helps us personalize our Website and our communications with you in various ways. It also helps us send special offers by postal mail if you have agreed to accept such offers.

Your address

It's convenient to enter your address here so that it will be available for certain Dana Foundation services. We'll also use it to send special offers if you have agreed to accept such offers. In addition, knowing where our members live helps us tailor our website to meet your needs.

Your phone number

Having your telephone number allows us to get in touch with you directly when appropriate – for example, if our Customer Service staff is helping you, or to communicate by phone if you have agreed to accept such communication.

How We Disclose Your Personal Information

The Dana Foundation will not sell, rent or otherwise disclose your PII to third parties unless such disclosure is necessary for the purposes set forth in this Privacy Policy, by law or a policy or notice contained or associated with a specific Dana Foundation product or service. Unless you give us permission to do so, we will not share your PII with third parties other than as specified in this Privacy Policy.

Disclosures to Third Parties Assisting In Our Operations. We may share your PII under confidentiality agreements and any legally required data processing agreements with other companies that work with, or on behalf of, The Dana Foundation to provide products and services, such as those who are providing email solutions, providing cloud hosting services, analyzing data and usage of the Websites, providing event registration support, hosting online content (such as online courses, webinars, podcasts, or ebooks), providing community chat functionality, or providing support and maintenance services for the Website, as well as legal, regulatory, audit and other professional advisors. These companies may use your PII to assist us in our operations or for our legitimate business interests. However, these companies do not have any independent right to share this information.

Disclosures Under Special Circumstances. We may provide information about you, including PII, to respond to subpoenas, court orders, legal processes or governmental regulations

or inquiries, or to establish or exercise our legal rights or defend against legal claims. We believe it is necessary to share information in order to investigate, prevent or take action regarding illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person, or as otherwise required by law.

Other Parties With Your Consent or At Your Direction. In addition to the disclosures described in this Privacy Policy, we may share information about you with third parties when you consent to or request such sharing.

Automatically Collected Information and Anonymous Information

Each time you visit a Website, The Dana Foundation collects some information to improve the overall quality of your online experience.

Aggregated Data. The Dana Foundation collects aggregate queries for internal reporting and also counts, tracks, and aggregates the visitor's activity into The Dana Foundation's analysis of general traffic-flow at the Websites. To these ends, The Dana Foundation may merge information about you into aggregated group data. In some cases, The Dana Foundation may remove personal identifiers from PII and maintain it in aggregate form that may later be combined with other information to generate fully anonymous, aggregated statistical information. Such anonymous, group data may be shared on an aggregated basis with The Dana Foundation affiliates, partners, service providers and/or vendors; if it does so, The Dana Foundation will not disclose your individual identity.

Web Server Logs and IP Addresses. An Internet Protocol ("IP") address is a number that automatically identifies the computer or device you have used to access the Internet. The IP address enables our server to send you the web pages that you want to visit, and it may disclose the server owned by your Internet Service Provider. The Dana Foundation may use IP addresses to conduct Website analyses and performance reviews and to administer the Website, although it will not combine traffic data with user accounts.

Cookies. Cookies are pieces of information that a website transfers to a user's computer for purposes of storing information about a user's preferences. Cookies in and of themselves do not personally identify users, although they do identify a user's computer. Many websites use cookies as a standard practice to provide useful features when a user visits the website and most web browsers are set up to accept cookies. The Dana Foundation uses cookies to improve your online experience when visiting the Website. You can set your browser to refuse cookies, but some portions of our Website may not work properly if you refuse cookies. A session cookie is one that exists for the time period that your browser is open. A persistent cookie is one that is saved on your device/computer even after the browser is closed. Like many websites, we may use both session cookies and persistent cookies.

Web Beacons. Some of the Websites' web pages may use web beacons in conjunction with cookies to compile aggregate statistics about Website usage. A web beacon is an electronic image (also referred to as an "action tag," "single-pixel," or "clear GIF") that is commonly used to track the traffic patterns of users from one web page to another in order to maximize web

traffic flow and to otherwise analyze the effectiveness of the Website. Some web beacons may be unusable if you elect to reject their associated cookies.

****Analytics Data. The Dana Foundation uses analytics data and the DoubleClick cookie to serve ads based on a user's prior visits to our Websites. Site visitors may opt out of the DoubleClick cookie by visiting the Google advertising opt-out page or they may opt out of Google Analytics by visiting the Google Analytics opt-out page. Google has additional information available about their Remarketing Privacy Guidelines, Policies, and Restrictions.

Response to “Do Not Track” Signals

Some web browsers may transmit "do-not-track" signals to the websites with which the user communicates, although web browsers incorporate and activate this functionality in different ways, and it is not always clear whether users intend for these signals to be transmitted. There currently is disagreement, including among participants in the leading Internet standards-setting organization, concerning what, if anything, websites should do when they receive such signals. The Dana Foundation currently does not take action in response to these signals, but, if and when a standard is established and accepted, we may reassess how to respond to these signals.

Children's Privacy Protection

Under Age 13. The Dana Foundation does not knowingly collect or retain personally identifiable information about persons under 13 years of age. Any person who provides their personal information to The Dana Foundation via a Website represents that they are 13 years of age or older. The Websites do not knowingly solicit or collect personally identifiable information online from children under the age of 13 without prior verifiable parental consent. If we learn that a child under the age of 13 (or such legally required higher age) has submitted personally identifiable information online without parental consent, we will take all reasonable measures to delete such information from our databases and to not use such information for any purpose (except where necessary to protect the safety of the child or others as required or allowed by law). If you become aware of any personally identifiable information we have collected from children under 13, please contact us at [*privacy@dana.org*](mailto:privacy@dana.org)

Under Age 18. Minors under 18 years of age may have the PII that they have provided to us through the Websites deleted by contacting us at [*privacy@dana.org*](mailto:privacy@dana.org) and requesting deletion. Please note that, while we make reasonable efforts to comply with such requests, deletion of your personal information does not ensure complete and comprehensive removal of that data from all our systems and back-up systems.

Security

The Dana Foundation understands that storing our data in a secure manner is essential. The Dana Foundation stores PII and other data using reasonable physical, technical and administrative safeguards to secure data against foreseeable risks, such as unauthorized use, access, disclosure, destruction or modification. All information that you transmit to The Dana Foundation through the Websites is transmitted using Secure Socket Layer (“SSL”) encryption. We protect account information by placing it on a secure portion of our Websites that is only

accessible by certain qualified employees of The Dana Foundation. Please note, however, that while The Dana Foundation has endeavored to create secure and reliable websites for users, the confidentiality of any communication or material transmitted to/from the Website or via e-mail cannot be guaranteed.

Referrals/Links

The Websites may contain links to other websites. The Dana Foundation is not responsible for the privacy practices or the content of those websites. Users should be aware of this when they leave our Website, and review the privacy statements of each third-party website. This Privacy Policy applies solely to information collected by the Website. The Dana Foundation maintains accounts on third-party websites, such as social media sites, as tools to better interact with the public. The security and privacy policies of third-party websites apply to your activity on those sites.

Privacy Settings/Opt Out/Changes/Access

If you would like your PII removed from our database, changed or updated, you can contact us at privacy@dana.org. If requested, we will promptly verify and delete your account and you will no longer receive emails from The Dana Foundation. Your removal from the mailing list or database will not remove records of past transactions or delete information stored in our data backups and archives where we are required to keep your data for legitimate business or legal requirements. Data on past transactions and data stored in backups and archives will be deleted in the normal course of our business. You have the right to access or, if required by applicable laws, receive a copy of your PII held by us by making a written request by sending an email to privacy@dana.org.

Website Visitors from Outside the United States

The Dana Foundation and its servers are located in the United States and are subject to the applicable laws of the United States (where data privacy laws are less stringent than in the European Union and some other jurisdictions). If you choose to access or use the Websites and our related products and services, you consent to the transfer, use and disclosure of information to the United States (or any other jurisdiction (as appropriate) that have been deemed not to provide an adequate level of protection for PII by the European Commission), in accordance with this Privacy Policy and subject to such applicable laws. We will ensure that appropriate safeguards are in place to adequately protect the PII you provide to us.

To the extent that The Dana Foundation transfers PII to third party recipients which are located outside the European Union or European Economic Area, The Dana Foundation will implement appropriate contractual measures to secure such transfer, including appropriate technical and organizational security measures, in the form of standard contractual clauses approved by the European Commission from time to time or such equivalent data transfer agreements or arrangements in compliance with the applicable law.

EU Data Protection (EU General Data Protection Regulation – GDPR)

To the extent The Dana Foundation receives or processes personal data directly from an individual located in the European Union (“EU”) or European Economic Area (“EEA”) through this Website, or through electronic or regular mail from such individual, the following additional principles and disclosures pursuant to Article 13, General Data Protection Regulation (EU) 2016/679 (“GDPR”) upon its application shall apply:

(a) Identity and the contact details of the data controller: The Dana Foundation, 10 Rockefeller Plaza, 16th Floor, New York, NY 10020.

(b) Contact details of the privacy officer: see the “Contact” section below.

(c) Purposes of the processing for which the personal data are intended: to process your registration; provide you with customer service; track and analyze your engagement in Dana Foundation activities and market products and services to you, provide data driven communication, including age, interest, and financial focused resources.

The Dana Foundation will collect your personal information to fulfill its contractual obligations, its statutory obligations and/or the legitimate interests of The Dana Foundation and for any other purposes for which The Dana Foundation has a lawful basis for processing under the GDPR;

(d) The recipients or categories of recipients of the personal data: employees and consultants of The Dana Foundation who respond to your inquiries and requests for products and services and third party service providers who facilitate the services and products offered by The Dana Foundation. We may share your personal data under confidentiality agreements and any legally required data processing agreements with other companies that work with, or on behalf of, The Dana Foundation to provide products and services. These include, but are not limited to:

- i. Wordpress/Automattic
- ii. Dropbox
- iii. Microsoft Office 365, USA
- iv. Salesforce, USA
- v. Linkpoint
- vi. Nintex
- vii. Amazon AWS, USA
- viii. Survey Monkey, USA
- ix. Google Analytics
- x. Pantheon, USA
- xi. ShareThis, USA
- xii. Cross Pixel
- xiii. Rocket Fuel
- xiv. Tapad
- xv. Crimtan
- xvi. Native iOS/Android Applications
- xvii. WebToffee

- xviii. ACF Better Search
- xix. Advanced Custom Fields Pro
- xx. Delicious Brains
- xxi. BJ Lazy Load
- xxii. PublishPress
- xxiii. WebDevStudios
- xxiv. PIMS
- xxv. Duplicate Menu
- xxvi. Duplicate Post
- xxvii. Wpcommerce
- xxviii. Sudar
- xxix. ShortPixel
- xxx. Export Import Menus
- xxxi. Square One Media
- xxxii. Rocket Genius
- xxxiii. CRM Perks
- xxxiv. HT Plugins
- xxxv. Belcovio
- xxxvi. Ibericode
- xxxvii. Helgatheviking
- xxxviii. Relevanssi
- xxxix. Hesham
- xl. Code Amp
- xli. XWP
- xlii. Modern Tribe
- xliii. Seven Spark
- xliv. Velvet Blues
- xlv. Xylus Themes
- xlvi. YIKES
- xlvii. WPBakery
- xlviii. Team Yoast

(e) The personal data will be stored by The Dana Foundation for an indefinite period of time and may be used in all of some of the following ways: to process your registration; provide you with customer service; track and analyze your engagement in The Dana Foundation activities.

(f) The individual has the right at any time to request from The Dana Foundation access to and rectification or erasure of personal data or restriction of processing concerning the individual or to object to processing as well as the right to data portability. In these cases, please send your email request to The Dana Foundation’s Privacy Officer at the address provided in the “Contact” section.

(g) The individual has right to withdraw his/her consent at any time, without affecting the lawfulness of processing based on consent before its withdrawal, by sending an email to the Privacy Officer at the address provided in the “Contact” section.

(h) The individual has the right to lodge a complaint with his/her data protection authority against the data processing.

(i) The individual is obliged to provide his/her personal data to The Dana Foundation (such as name and contact) so that The Dana Foundation can respond to the inquiry.

(j) The Dana Foundation will not use the personal data of the individual for automated decision-making, including profiling.

(k) Where The Dana Foundation intends to further process the personal data for a purpose other than that for which the personal data were collected, The Dana Foundation will provide the individual prior to that further processing with information on that other purpose and with any relevant further information, insofar as the individual does not already have the information.

Applicable Law

This Privacy Policy and the resolution of any dispute related to this Privacy Policy or the Websites shall be governed by and construed in accordance with the laws of the State of New York without giving effect to any principles of conflicts of law. Any legal action or proceeding between The Dana Foundation and you related to this Privacy Policy shall be brought exclusively in a court of competent jurisdiction sitting in the State of New York, United States, and you agree to submit to the personal and exclusive jurisdiction of such courts.

Data Retention

The Dana Foundation will retain **your PII** in accordance with its data retention policy. For the purposes of this section, we keep your data indefinitely so that we can continue to provide you new offers, services or information based on the opt-in preferences that you provide to us. In order to be completely removed from our database, you must submit a request to be forgotten to privacy@dana.org

Changes to this Privacy Policy

This Privacy Policy may be revised from time to time as we add new features and services, as laws change, and as industry privacy and security best practices evolve. If we update the Privacy Policy, we will let you know about our changes we consider material by email with notification of the updated Privacy Policy. By accessing or using the Website or our services after we have placed such a notice, you consent to the new practice(s) identified in the update. The most current version of the Privacy Policy will always be available on the website at privacy@dana.org. You can check the "effective date" posted at the top to see when the Privacy Policy was last updated. Small changes or changes that do not significantly affect individual privacy interests may be made at any time and without prior notice.

Contact

If you have any questions about this Privacy Policy, the practices of these Websites, or your dealings with any of these Websites, you can contact:

The Dana Foundation
Attn: Privacy Officer
10 Rockefeller Plaza, 16th Floor
New York, NY 10020

You can also send an email to: privacy@dana.org