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## Privacy Policy

### **CENTER FOR ARIZONA POLICY, INC. PRIVACY STATEMENT (Updated March 7, 2018)**

This privacy statement covers all websites owned and/or operated by Center for Arizona Policy (CAP). This disclosure covers the following subjects:

1. What personally identifiable information CAP collects.
2. How CAP uses the information.
3. What personally identifiable information third parties collect through the websites.
4. What organization collects the information.
5. With whom CAP may share user information.
6. What choices are available to users regarding collection, use, and distribution of the information.
7. What types of security procedures are in place to protect the loss, misuse, or alteration of information under CAP's control.
8. How users can correct any inaccuracies in the information.

If users have questions or concerns regarding this statement, contact CAP at (602) 424-2525.

## **INFORMATION COLLECTION AND USE**

### ***Information Collection***

CAP is the sole owner of the information collected on all our websites owned and/or operated by CAP. CAP collects information from its users at several different points on its websites.

### ***Registration***

In order to use portions of our websites, a user must first complete the registration form. During registration, a user is required to give contact information (such as name and email address). CAP uses this information to contact the user about services on its sites for which the user has expressed interest.

### ***Donation***

CAP requests information from the user on our donation form. A user must provide contact information (such as name, email, and address) and financial information (such as credit card number, expiration date). This information is used to process the donation. If CAP has trouble processing a donation, the information is used to contact the user.

### ***Profile***

CAP stores information collected through cookies, log files, clear gifs, and/or third parties to create a profile of its users. A profile is stored information kept on individual users that details their viewing preferences. Consequently, collected information is tied to

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the user's personally identifiable information to provide offers and improve the content of the sites for the user. This profile is used to tailor a user's visit to CAP's websites and to direct pertinent information to them.

### ***Cookies***

A cookie is a piece of data stored on the user's computer tied to information about the user. CAP uses both session ID cookies and persistent cookies. A persistent cookie is a small text file stored on the user's hard drive for an extended period of time. Persistent cookies can be removed by following Internet browser help file directions.

By setting a cookie on CAP's sites, users would not have to log in a password more than once, thereby saving time while on our sites. If users reject the cookie, they may still use CAP's sites. The only drawback to this is that the user will be limited in some areas of CAP's sites. Persistent cookies enable CAP to track and target the interests of our users to enhance the experience on CAP's sites. See the "Profile" section.

### ***Log Files***

Like most standard website servers CAP uses log files. This includes internet protocol (IP) addresses, browser type, internet service provider (ISP), referring/exit pages, platform type, date/time stamp, and number of clicks to analyze trends, administer the sites, track user's movement in the aggregate, and gather broad demographic information for aggregate use.

### ***Clear Gifs (Web Beacons/Web Bugs)***

CAP employs (or our third party affiliated contractors employ) a software technology called clear gifs (a.k.a. web beacons/web bugs), that helps CAP better manage content on its sites by indicating what content is effective. Clear gifs are tiny graphics with a unique identifier, similar in function to cookies, and are used to track the online movements of web users. The main difference between the two is that clear gifs are invisible on the page and are much smaller, about the size of the period at the end of this sentence.

Clear Gifs can "work with" existing cookies on a computer if they are both from the same website or organization. That means, for example, that if a person visited "www.companyX.com", which uses an advertising company's clear gif, the website (or advertising company) would match the clear gif's identifier and the advertising company's cookie ID number, to show the past online behavior for that computer. This collected information would then be given to the advertising company (or website).

In addition, CAP uses clear gifs in our HTML-based emails to let us know which emails have been opened by the recipients. This allows us to gauge the effectiveness of certain communications and the effectiveness of our marketing campaigns. If you would like to opt-out of these emails, please see the Opt-out section.

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### ***Communications***

CAP may send all new interested individuals emails including our weekly *Five Minutes for Families* as well as other emails of interest.

Out of respect for the user's privacy, the user may opt-out of receiving these types of communications (see the Choice and Opt-Out section).

### ***Customer Service***

CAP communicates with users on a regular basis to provide requested resources and in regards to issues relating to their account, CAP replies via email or phone, in accordance with the user's wishes.

### ***Sharing of Information***

CAP will not sell or rent its list containing personally identifiable information other than with our associated organization Center for Arizona Policy Action.

### ***Legal Disclaimer***

CAP may need to disclose personal information when CAP has a good-faith belief that such action is necessary to comply with a current judicial proceeding, a court order, or legal process. This has not happened to date and would only happen in rare circumstances.

### ***Aggregate Information (non-personally identifiable)***

CAP may share aggregated demographic information with others.

### ***Third Party Intermediaries***

CAP may use an outside shipping company to ship orders, and a credit card processing company to process donations or bill users for goods and services. These companies do not retain, share, store or use personally identifiable information for any secondary purposes.

### ***Service Providers***

CAP may partner with third parties to provide specific services, including data analysis and marketing assistance to expand awareness of CAP's work and improve its communications. CAP may share data that is necessary for the third party to provide these services. These third parties may use this data for the purpose of providing similar services to participating member organizations.

The companies with which CAP shares data are contractually prohibited from using this information for any purpose other than that for which it was provided and are required to have appropriate safeguards in place to protect that data.

### ***Choice/Opt-Out***

Out of respect for users' privacy, CAP allows restrictions in how it uses their personal information by offering the following options:

1. Do not contact me by telephone except when I have personally requested a reply.
2. Do not send me communications by postal mail for anything I have not requested.
3. Do not send me email communications for which I have not subscribed.
4. Do not send me fundraising requests for CAP.

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5. Do not share my information with a third party for data analysis purposes.
  6. Do not contact me by text message.

Users may manage their preferences at any time by clicking on this link:  
[my.azpolicy.org/epreferences](https://my.azpolicy.org/epreferences)

All reasonable efforts will be taken to ensure the user's requests are honored. Users may also call the office at any time to change their subscriptions at 602-424-2525.

### ***Links***

CAP's websites contains links to other sites. Please be aware that CAP is not responsible for the privacy practices of these sites. CAP encourages users to be aware when they leave CAP's sites and to read the privacy statements of websites that collect personal information.

### ***Surveys***

From time to time, CAP's sites may request information from users via surveys. Participation in these surveys is completely voluntary and the user therefore has a choice whether or not to disclose this information. The requested information typically includes contact information (such as name and address), and demographic information (such as zip code). Survey information is generally used for purposes of monitoring or improving the use and satisfaction of CAP's websites and for improving our communications.

### ***Security***

CAP takes every precaution to protect its users' information. When users submit sensitive information via its websites, CAP makes great effort to ensure their information is protected both online and off-line. When CAP's registration or donor form asks users to enter sensitive information (such as credit card number), that information is encrypted and protected with SSL, the best encryption software we are aware of in the industry. All credit card processing is PCI compliant.

While CAP uses SSL encryption to protect sensitive information online, CAP also aggressively protects user information off-line. Only CAP employees who need the information to perform a specific task are granted access to personal information. Finally, the servers that store personal information are in a secure environment.

### ***Supplementation of Information***

In order for CAP's websites to properly fulfill its obligation to users, it is necessary for CAP to supplement the information it receives with information from third party sources.

### ***ID Verification***

CAP may use software to verify a user's address to avoid session hijacking, hacking attempts or other attacks.

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***Enhancement of Marketing Profile***

CAP may obtain third party data and add it to our existing user database to better target our communications.

***Correcting/Updating/Deactivating Personal Information***

If a user's personal information changes (such as zip code, phone, email or postal address), or if a user no longer desires our service, we provide a way to correct, update or deactivate the user's personal information.

***Notification of Changes***

CAP reserves the right to make changes to this privacy policy at any time. If CAP changes its privacy policy, CAP will post notification on the homepages and other places CAP deems appropriate that the privacy statement has been changed so its users are always aware of what information is collected, how it is used, and under what circumstances, if any, it is disclosed.