

Privacy Policy

Spread The Purple respects your personal privacy and is committed to adhering to federal and state privacy laws and industry guidelines in order to protect you and your identity. This privacy policy describes how we handle the personal information that you provide to us on this site. This policy applies only to Spread The Purple's handling of information collected through Spread The Purple web sites and Spread The Purple hosted registration pages. It does not apply to the handling of your personal information by the sponsors of the events or services for which you may be registering through Spread The Purple, or by their service providers all of whom are referred to in this policy as sponsors). It also does not apply to any third party sites which may be accessible from this site, or to any third party sites from which you may have accessed this site or our registration pages.

Please be sure to read this policy before using our site or submitting information to us. Our Privacy Policy may change from time to time, so please check this area periodically for updates to our policy. All changes are effective within fourteen days after posting on our web site. If the change in our policy concerns our use of your information, you will have the right to opt out of any such new use.

1. **INFORMATION SPREAD THE PURPLE COLLECTS FROM YOU**

Active Information Collection Like many other web sites, we actively collect information from our visitors both by asking you specific questions on this site, and by permitting you to communicate directly with us via e-mail. Some of the information that you submit may be personally identifiable information (that is, information that can be uniquely identified with you, such as your name, address, e-mail address, phone number, etc.).

During the registration process, we specifically ask users for their name, street address, zip code, date of birth, e-mail address, gender, as well as for payment information and any additional information required by the sponsors, such as shirt size or job title. We also ask users to create a user name and password. Remember, even if you do not register on one of our web sites, if you send us an e-mail message, you provide us with your e-mail address, which we retain so that we may respond, as appropriate, and for other business purposes.

Passive Information Collection As you navigate through a Web site, certain information can be passively collected (that is, gathered without you actively providing us with information) using various technologies and means, such as navigational data collection. Like most web operators, on this web site we track IP addresses, use both session and persistent cookies, and assign internet tags. The information we collect might include information regarding your browser,

type of computer, operating systems, Internet service providers and other similar information. Our system also automatically gathers information about the areas you visit on our sites.

2. HOW SPREAD THE PURPLE USES YOUR INFORMATION

The personal information you provide is used by Spread The Purple and our sponsors to complete your specific registration request. As a service to users, Spread The Purple also maintains a central database of the information provided to us by those who have registered for events through the Spread The Purple online process. Those users may sign up for other events and services simply by entering the user name and password they selected during the first online registration.

Spread The Purple may use your information to contact you about new features or products in which we believe you may be interested. Spread The Purple will not share your information with select business partners, including reputable vendors with whom we contract to assist us in processing information (such as credit card donations). Spread The Purple may provide aggregate statistics about our clients, donors, online traffic patterns and related information to reputable third parties. Spread The Purple will also disclose any information that it is required to disclose by law or in response to a request by an appropriate government authority.

Spread The Purple conducts online registration processes on sponsor and Spread The Purple's web sites. If you are registering for an event or service using a Spread The Purple registration engine housed at a sponsor web site, your information will be used both by Spread The Purple, (subject to the terms of this Privacy Policy) and by the sponsor. You should review the sponsor's privacy policy carefully before registering and submitting your information online. Spread The Purple may rent, sell, or otherwise share your information with third parties for purposes unrelated to this web site or our registration services.

Spread The Purple passively collects information to understand what areas of our site are more popular, what areas may require improvement, and what technologies are being used by users of our site. This information helps us to update and improve this site. We also use this information for security purposes, to detect and to block security breaches and to provide you with a safe online environment. Spread The Purple uses cookies to personalize the experience at our site or on our registration pages, to deliver content specific to a user's interest, and to make the user's experience at our site more

pleasurable.

Some of our advertisers may display ads on our sites which solicit or contain technology to collect information about our users for the advertisers. This information is collected and used by our advertisers, and is outside of our control. If you have any questions about a banner advertisement, you should contact that advertiser directly.

3. HOW SIGNMEUP PROTECTS YOUR INFORMATION

We work hard to protect your personal information. We use both technical and procedural methods to maintain the integrity and security of our databases, including SSL encryption for data transfer, firewalls, password restricted access to data, and training for our employees. You also have control over the safety and security of your information. Never share your password with anyone else, notify us promptly if you believe your password security has been breached, and remember to log off of our site when you leave your computer. Our web site contains links to other web sites operated by third parties that may be of interest to you. Likewise, you may access our registration pages through control these third party sites, which may collect personal information from you. When you follow a link and leave our web site, you do so at your own risk.

4. HOW YOU CAN CONTACT SPREAD THE PURPLE

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