

## **M.O.C.H.A. PRIVACY POLICY**

This Privacy Policy applies to the M.O.C.H.A. website (the “Site”) and governs the manner in which M.O.C.H.A. collects and uses information and data regarding users of this Site. By using this Site, you agree to be bound by this Privacy Policy.

### **COLLECTION OF INFORMATION**

In connection with your use of this Site, you may provide to M.O.C.H.A., and M.O.C.H.A. may collect, personally identifiable information, such as your name, address, telephone number or email address. This information may be used to contact you regarding M.O.C.H.A., this Site, updates, relevant allergy information and news. If you email M.O.C.H.A., we will retain your email and any applicable response in order to handle any follow-up questions you may have and to measure how effectively we address your concerns. You should exercise caution and discretion when choosing to disclose personally identifiable information to M.O.C.H.A. or this Site. In connection with your use of this Site, you may also provide to M.O.C.H.A., and M.O.C.H.A. may also collect, other, non-personally identifiable information relating to you or your use of this Site. Such information may include data about the manner in which you use this Site, including: your Internet Protocol (IP) address, browser type, operating system, access date and time, length of Site visit, links clicked during your Site visit and your referring website.

### **USE OF COLLECTED INFORMATION**

M.O.C.H.A. may retain and use any information that you provide to M.O.C.H.A. or that M.O.C.H.A. collects in connection with your use of this Site: (i) to provide you with services; (ii) to provide you with information and news, including relating to allergies; (iii) to communicate with you regarding information, features or offers that M.O.C.H.A. believes will be of interest to you; (iv) to communicate with you or send you communications from third parties regarding the products or services of third parties that M.O.C.H.A. believes may be of interest to you; (v) to respond to any inquiries you make of M.O.C.H.A. or this Site; (vi) to contact you regarding this Site; (vii) to conduct user surveys; (viii) to conduct system administration, Site performance optimization, analysis of Site visitor demographics and reporting of aggregate information; (ix) to add such information to M.O.C.H.A.’s databases, subscriber lists and contact lists; and (x) for any other purpose reasonably required by M.O.C.H.A.

### **DISCLOSURE OF COLLECTED INFORMATION**

M.O.C.H.A. may disclose to any third party any non-personally identifiable information that you provide to M.O.C.H.A. or that M.O.C.H.A. collects in connection with your use of this Site. M.O.C.H.A. will not disclose to any third party any personally identifiable information that you provide to M.O.C.H.A. or that M.O.C.H.A. collects in connection with your use of this Site; provided, however, that M.O.C.H.A. may disclose such information: (i) to a third party in connection with a change of control of M.O.C.H.A. to such third party (including with respect to a sale to or merger with such third party, a sale of assets to such third party or a bankruptcy); (ii) to any current or future affiliate or subsidiary of M.O.C.H.A.; (iii) to any organization or individual that authored a presentation or other work featured on this Site; or (iv) to any third

party that performs services on M.O.C.H.A.'s behalf, including, without limitation, independent contractors and third party hosting companies.

M.O.C.H.A. may disclose any information, without notice, if required to do so by law or in the good faith belief that such action is necessary: (a) to comply with any law or comply with legal process served on M.O.C.H.A. (including any request by any governmental authority pursuant to a subpoena, court order or discovery request); (b) to protect and defend the rights or property of M.O.C.H.A.; (c) to verify compliance with the Terms and Conditions of Use of this Site; or (d) to limit M.O.C.H.A.'s legal liability.

## **CORRECTING/UPDATING/DELETING/DEACTIVATING PERSONAL INFORMATION**

You may review, request corrections, ask that M.O.C.H.A. delete or refuse further collection or use of, the personally identifiable information M.O.C.H.A. collects from you or that you provide to M.O.C.H.A. You may do this by contacting M.O.C.H.A. at [membershipinfo@MOCHAllergies.org](mailto:membershipinfo@MOCHAllergies.org).

## **METHODS OF COLLECTION**

Like most websites, M.O.C.H.A. may use cookies and other tools to help you personalize your online experience. A cookie is a small text file that is placed on your computer by a website. If you personalize or register with this Site, M.O.C.H.A. may place a cookie on your computer to help M.O.C.H.A. recall specific information about you on your subsequent visits to this Site. Such cookies may help us personalize and optimize your experience at this Site. You may have the ability to accept or reject cookies by changing your browser settings. If you choose to decline cookies, you may not be able to fully experience any interactive features of this Site.

## **CHILDREN**

This Site is not directed to children under the age of 13, and M.O.C.H.A. does not knowingly collect personally identifiable information from children under 13 years of age. If we discover that a child younger than the age of 13 has provided this Site with personally identifiable information, we will delete that child's personally identifiable information from our database.

## **CHANGES TO THE PRIVACY POLICY**

M.O.C.H.A. reserves the right to change, modify, add or remove portions of the Privacy Policy under which this Site is operated, and any changes will be effective upon being posted to this Site unless we advise otherwise. M.O.C.H.A. encourages you to periodically review the Privacy Policy to be informed of how M.O.C.H.A. is protecting your information. You agree that your continued use of this Site after M.O.C.H.A. posts any such changes, modifications, additions or removals shall constitute your agreement to be bound by such changes, modifications, additions and removals. M.O.C.H.A. contains links to third party websites which may operate under a different Privacy Policy. M.O.C.H.A. encourages you to review the privacy statements of websites you choose to link to from this Site.

## **CONTACT INFORMATION**

Questions or comments regarding the M.O.C.H.A. Privacy Policy should be directed to M.O.C.H.A. using the following information:

**Postal Address:** 1603 Orrington Ave, Suite 450, Evanston, IL 60201

**Email:** [membershipinfo@MOCHAllergies.org](mailto:membershipinfo@MOCHAllergies.org)