

LAST UPDATED: **06-02-2008**

The Starlight Children's Foundation (“Starlight”, “we”, “us”) cares about privacy and wants you to be familiar with how we collect, use and disclose Personally Identifiable Information (“PII”) (as defined below) about you that you provide us through [www.starlight.org](http://www.starlight.org) (the “Site”). Please note that this Privacy Policy governs only PII provided to Starlight Children’s Foundation. It does not govern our collection of information through any other website, or by any other means, other than through the Site.

**BY USING THE SITE, YOU AGREE TO THE TERMS OF THIS POLICY. IF YOU DO NOT AGREE TO THE TERMS OF THIS POLICY, PLEASE DO NOT USE THE SITE.** We reserve the right to change this Privacy Policy without prior notice. You can determine when this Privacy Policy was last revised by referring to the “*Last Updated*” legend at the top of this page. Any changes to our Privacy Policy will become effective upon our posting of the revised Policy on the Site. Use of the Site following such changes constitutes your acceptance of the revised Privacy Policy then in effect.

Note Regarding the Use of the Site by Children: The Site is not directed to individuals under the age of thirteen (13), and we request that such individuals do not provide Personally Identifiable Information through the Site.

**EXCEPT AS OTHERWISE SET FORTH IN THIS PRIVACY POLICY, STARLIGHT WILL NOT SELL, RENT, LOAN OR OTHERWISE PROVIDE ANY PII ABOUT YOU TO ANY THIRD-PARTY ENTITY WITHOUT YOUR PERMISSION.**

## **I. What Types of Information Does Starlight Collect From Me?**

Starlight gathers two basic types of information through the Site: **PII** and **Non-PII**. PII is information that identifies you as an individual. Non-PII is aggregated information, demographic information such as date of birth, IP addresses and any other information that does not reveal your specific identity.

- a) PII.** In order for you to take advantage of particular opportunities provided through the Site, we may require that you furnish PII, such as your name, postal address, telephone number, e-mail address, credit card information and user name. If you would prefer that we not collect any PII from you, please do not provide us with any such information.

When you submit PII on the Site, you are giving your consent to the collection, use and disclosure of PII about you as set forth in this Privacy Policy.

- b) Non-PII.** When you visit and interact with the Site, Starlight and third parties with whom Starlight has contracted to provide services to Starlight may collect Non-PII (for example, a catalog of the Site pages you visit). Non-PII is generally collected from four different sources: server log files, environmental variables, cookies and information that you voluntarily provide.

- i. Server Log Files.** Your Internet Protocol (IP) address is an identifying number that is automatically assigned to the computer that you are using by your Internet Service Provider (ISP). This number is identified and logged automatically in our server log files whenever you visit the Site, along with the time(s) of your visit(s) and the page(s) that you visited. We

use IP addresses for purposes such as calculating Site usage levels, helping diagnose problems with the Site's servers, administering the Site, tracking traffic patterns, and gathering demographic information for aggregate use. Collecting IP addresses is standard practice on the Internet and is done automatically by many websites.

- ii. **Environmental Variables.** We and our service providers may also collect certain environmental variables, such as your MAC address, computer type (such as Windows or Macintosh), screen resolution, OS version, Internet browser, and Internet browser version. These environmental variables are collected by most browsers, and can be used to optimize your experience on the Site.
- iii. **Cookies.** We and our service providers may use "cookies" on the Site. Cookies are data that a web server transfers to an individual's computer for recordkeeping and other purposes. Cookies are an industry standard used by most websites, and can facilitate users' ongoing access to and use of a particular website. Cookies do not cause damage to your computer systems or files. If you do not want information collected through the use of cookies, there is a simple procedure in most browsers that allows you to automatically decline cookies, or to be given the choice of declining or accepting the transfer of a particular cookie, or cookies from a particular website, to your computer.
- iv. **Information That You Voluntarily Provide.** From time to time we may also collect Non-PII (*e.g.*, date of birth, your interests, geographic location, occupation, information regarding donations such as donor status and payment details etc.) when you voluntarily provide such information to us. Such information constitutes Non-PII because, unless combined with PII, it does not personally identify you or any other user. Additionally, we may aggregate PII in a manner such that the end-product does not personally identify you or any other user of the Site, for example, by using PII to calculate the percentage of our users who have a particular telephone area code. Such aggregate information is considered Non-PII for purposes of this Policy.

## II. How is Information Collected on the Site Used?

- a) **Personally Identifiable Information.** Starlight may use PII about you in the following ways:
  - i. **Fulfillment of Requests.** We use PII about you to fulfill any request you make at the time you provide the PII or to acknowledge your donation.
  - ii. **Administrative Communications.** From time to time, in our sole discretion, we may use PII about you to send to you important information regarding the Site, or changes to our terms, conditions and policies. Because this information may be important to your use of the Site, you may not opt out of receiving such communications.

- iii. **Other Communications.** The PII you provide may be used by Starlight to create and deliver to you communications such as our newsletters, surveys or other messages containing event information. If you would prefer that we do not send such marketing messages to you, please see the "*Opt-Out*" section below.
- iv. **Internal Business Purposes.** We may use PII about you for our internal business purposes, such as data analysis, internal reports, audits and so forth.
- v. **Financial support:** We may also use PII about you for the purpose of managing our various financial support programs.
- vi. **Processing Donations:** When you make a donation through the Site, we may collect your credit card number or other payment account number, billing address and other information related to such purchase (collectively, "Payment Information") from you, and may use such Payment Information in order to process your donation and send you related communications.

Please note that, depending on your chosen method of payment, you may need to use a third-party payment service (a "Payment Service"). If you wish to make a payment and/or a donation through such a Payment Service, you will be directed to a web page hosted by the Payment Service (or the Payment Service's service providers) and not by Starlight. Any PII that you provide through the Payment Service Page will be collected by the Payment Service and not by us, and will be subject to the Payment Service's privacy policy, not this Policy. We have no control over, and shall not be responsible for, any Payment Service's use of information collected through its Payment Service Page. PLEASE NOTE THAT THIS PRIVACY POLICY ONLY ADDRESSES PAYMENT INFORMATION THAT YOU GIVE TO US. THIS PRIVACY POLICY DOES NOT ADDRESS THE COLLECTION AND USE OF PAYMENT INFORMATION THROUGH THE PAYMENT SERVICE PAGE OR THE PRIVACY OR INFORMATION PRACTICES OF THE PAYMENT SERVICE.

- b) **Non-Personally Identifiable Information.** Because Non-PII does not personally identify you, we (including our affiliates) may use such information for any purpose. In addition, we reserve the right to share such Non-PII, which does not personally identify you, with third parties, for any purpose. In some instances, we may combine Non-PII with PII (such as combining your name with your geographic location). If we do combine any Non-PII with PII, the combined information will be treated by us as PII hereunder as long as it is so combined.

### III. **How is Personally Identifiable Information Collected Through the Site Disclosed?**

- a) **Third Party Service Providers.** We work with third parties who provide services including but not limited to web site hosting, processing donations, data analysis and other services of an administrative nature. We reserve the right to

share PII about you with these third parties solely for the purpose of enabling these third parties to provide such services (for example, if you choose to make a purchase through the Site, we may share your Payment Information or other PII with our third party service providers to fulfill your purchase, including, without limitation, to process your credit card or payment account number).

- b) **Assignment.** We reserve the right to transfer any and all PII that we collect from users of the Site to a third party in the event of any sale, transfer or other disposition of all or any portion of Starlight's assets.
- c) **Forums.** Starlight and/or our third party service provider(s) may make available through the Site interactive services (including without limitation, message boards, blogs and wikis) to which you are able to post information and materials (each, a "**Forum**"). Please note that any information you disclose in a Forum becomes public information, and may be available to other visitors to the Site and to the general public. In addition, when you choose to submit PII when you register as a user to a Forum, certain PII, such as your name, may be available for other users to view when you make a posting to a Forum. Information regarding your activities in Forums is also available for view by other users. For example, other users may be able to view a list of all postings you have made in all available Forums. We urge you to exercise discretion and caution when deciding to disclose PII about you, or any other information, in any Forum. **STARLIGHT IS NOT RESPONSIBLE FOR THE USE BY OTHERS OF THE INFORMATION THAT YOU DISCLOSE IN FORUMS.**
- d) **Law enforcement; emergencies; compliance.** We reserve the right to disclose PII about you as we believe to be appropriate: i) under applicable law; ii) to comply with legal process or governmental requests; iii) to enforce our Terms of Service; iv) to protect our operations or those of any affiliates; v) to protect the rights, privacy, safety or property of Starlight, its affiliates, you or others; and (vi) to permit us to pursue available remedies or limit the damages that we may sustain.

#### **IV. Other Important Notes Regarding Our Privacy Practices**

**a. Notice Regarding Security.** We seek to have security measures and tools in place to help protect against the loss, misuse and alteration of the information under our control. Financial transactions containing PII transmitted to us through the Site will be protected by 128-bit SSL encryption during the transmission. General non-financial PII transmitted to us through the Site is, however, not encrypted. Unfortunately, there is no such thing as perfect security in an online environment. As a result, although we strive to protect PII about you, we cannot ensure the security of any information you transmit to us through or in connection with the Site or that is stored by us. Please consider carefully before sending sensitive information to us via the Site or e-mail. If you have reason to believe that your interaction with us is no longer secure (for example, if you feel that the security of any account you might have with us has been compromised), you must immediately notify us of the problem by contacting us in accordance with "Contacting Us" below.

**b. Third Party Sites.** The Site may contain links to third party web sites. These linked sites are not under the Starlight's control and we are not responsible for the privacy practices or the contents of any such linked site, or any link contained in any linked site. We provide such links only as a convenience, and the inclusion of a link on the Site does not imply endorsement of the linked site by Starlight. If you provide any PII through any such third party website, your interaction will occur on such third party's web site (not the Site) and the PII you provide will be collected by, and controlled by the privacy policy of that third party. We recommend that you familiarize yourself with the privacy policies and practices of any such third parties. PLEASE NOTE THAT THIS POLICY DOES NOT ADDRESS THE PRIVACY OR INFORMATION PRACTICES OF ANY THIRD PARTIES.

**c. Opt-out.** If you do not wish to receive marketing-related e-mails from us, you may opt-out of receiving such marketing-related e-mails or from such sharing by following the opt-out instructions in any such marketing-related e-mail that you receive. We will endeavor to comply with your request as soon as reasonably practicable.

**d. Accessing, Changing or Removing PII.** We provide you with several options for reviewing, correcting, updating or deleting PII that you have previously provided through the Site:

1. You will be able to view or edit PII about you online. In order to help prevent PII about you from being viewed by others, you will be required to sign in with your username and password. Once you have signed in, you can review, change or delete your personal profile by going to your personal profile page on the Site.

2. You may also submit us a request to change, delete, or limit the purposes of use of PII about you by e-mailing us at [privacy@starlight.org](mailto:privacy@starlight.org) or mailing us at The Starlight Children's Foundation, Attention: Webmaster, [www.starlight.org](http://www.starlight.org), 5757 Wilshire Boulevard, Suite M100, Los Angeles, CA 90036. We strive to comply with all reasonable requests for change or deletion of PII.

Please note that, for your protection, we may need to verify your identity before making any changes to PII about you. In each event, you must clearly indicate the information that you wish to have changed, or clearly indicate that you wish to have PII about you removed from our database. Please note that we may need to retain certain information for recordkeeping purposes, and there may also be residual information that will remain within our databases and other records, which will not be removed therefrom. We also reserve the right, from time to time, to re-contact former users of the Site. Finally, we are not responsible for removing information from the databases of third parties with whom we have already shared PII about you.

**e. Jurisdictional Issues.** The Site is controlled and operated by Starlight from the United States, and is not intended to subject Starlight to the laws or jurisdiction of any state, country, or territory other than that of the United States. Starlight does not represent or warrant that the Site or any part thereof is appropriate or available for use in any particular jurisdiction. Those who choose to access the Site do so in their own initiative, and are responsible for complying with all local laws, rules and regulations.

**f. Contacting Us.** You may contact us at [privacy@starlight.org](mailto:privacy@starlight.org). Please note that e-mail communications will not necessarily be secure; accordingly you should not include credit card information or other sensitive information in your e-mail correspondence with us.

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