

Privacy Policy

Last Updated: August 20, 2018

This Privacy Policy describes the types of information that the Joy in Childhood Foundation and its affiliates (“JiCF” or “we” or “us”) may collect from you when you visit joyinchildhoodfoundation.org (“Website”), and how we may use, share and protect that information. It applies to your use of our Website and any online service or interaction that posts a link to this Privacy Policy, and all features, content and other services that we own, control and make available through such online and off-line service (collective, the “JiCF Services”). Please note, this Privacy Policy does not apply to information collected outside of the JiCF Services, including through any third party sites that link to or are accessible from the JiCF Online Services.

BY USING ANY OF THE JiCF SERVICES, YOU ARE AGREEING THAT YOU HAVE READ AND AGREE TO BE BOUND BY THIS PRIVACY POLICY AND OUR TERMS OF USE. IF YOU DISAGREE WITH ANY PART OF THIS PRIVACY POLICY OR OUR TERMS OF USE, THEN PLEASE DO NOT USE ANY OF THE JiCF SERVICES.

You can jump to specific areas of our Privacy Policy by clicking on the links below, or you can read on for the full Privacy Policy:

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1. What Kind of Information We Collect

Information You Provide

Whether accessing the JiCF Services from your home computer, mobile phone, or other device, JiCF and its agents may collect information you directly provide. For example, we collect information when you register an account, make a donation, enroll in our mailing lists or text message campaigns, or otherwise communicate or transact with us through the JiCF Services.

The information we collect may include Personal Information. “Personal Information” is information that identifies you personally (whether alone or in combination). Some examples of data we collect include the following:

- **Name and Contact Data:** We collect your first and last name; mailing address; telephone number; e-mail address, and other similar contact data;
- **Credentials:** We collect username and password, and similar security information (for account authentication and administration);
- **Demographic Data:** We collect information about your interests and activities, your gender, month and day of birth, and other demographic information;
- **Payment Data:** We collect data necessary to process your payments if you make a donation, such as your such as your payment instrument number (such as a credit card number), and the security code

associated with your payment instrument. To minimize any security risk, we do not store or retain your payment information;

- **Donor Information:** We collect information in connection with your donations, including how you found JiCF, your donation amount, and if you are making your gift in honor of anyone;
- **Content:** We collect the content of messages you send to us, such as feedback and information you provide to the Foundation. We also collect the content of your communications as necessary to provide you with the JiCF Services you use.

JiCF collects information from our users at several different points in our Services, including:

- **Various Registrations:** In order to receive certain updates or use certain features of the Services, you may have to complete a registration form. During registration you will be required to give your contact data. This information is used to contact you about the Services. If asked for, providing demographic data is optional.
- **Newsletter:** If you wish to subscribe to our newsletter, we ask for contact information such as name, address and email address. You may opt-out of receiving future mailings as set forth in the section entitled "Your Rights and Choices" below.
- **Event Attendance:** If you attend a JiCF event, there may be an opportunity to provide contact information and sign up to receive additional content or information about how to engage with the work of JiCF. You may opt-out of receiving future mailings as set forth in the section entitled "Your Rights and Choices" below. In addition, we take photographs at JiCF events that may include images of attendees, for use in our future promotional materials.
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- **Donations: If you decide to donate to JiCF, we will collect donor information (including contact information such as name, address, and phone number) and payment card data or a copy of your check.** We use outside credit card processing companies to process the payment card data. These companies are prohibited from retaining, sharing, storing or using your credit card information for any secondary purposes. **Donors are also added to our email distribution list and** JiCF sends regular updates to donors via email or mailing addresses provided by a donor. JiCF is based in and operates from the U.S. For more information see the section entitled "International Transfer" below. Donors may change their communication preferences at any time by emailing foundation@dunkinbrands.com or as set forth in the section entitled "Your Rights and Choices" below. If you need additional assistance, you can also contact us as set forth in the section entitled "Contact Us" below. *We will not sell, share, or trade donor names with any organizations or third parties unless required by applicable law.*

You may choose to voluntarily submit other information to us through the JiCF Services that we do not request, and, in such instances, you are solely responsible for such information.

Personal Information once "de-identified" is not subject to this Privacy Policy and we may treat it as non-Personal Information and use it without obligation to you except as prohibited by applicable law.

Information Collected Automatically

In addition, we automatically collect information about your device and how your device interacts with the JiCF Services. We may use Service Providers to collect this information. Some examples of information we collect include the following:

- o **Service Use Data:** We may collect data about the features you use, the pages you visit, the e-mails and advertisements you view, , the time of day you browse, your referring and exiting pages, and other similar information.
- o **Device Connectivity and Configuring Data.** We collect data about the type of device or browser you use, your device's operating software, your internet service provider, your device's regional and language settings, and other similar information. This data also includes IP address, MAC address, device advertising ID (e.g., IDFA or AAID), and other device identifiers.

- o Location Data. We collect data about your device's location, which can be precise (e.g., latitude/longitude data) or imprecise (e.g., location derived from an IP address or data that indicates a city or postal code level).

We may use various current – and later – developed technologies to collect this information ("Tracking Technologies"), to collect information about your interactions with the JiCF Services, including information about your browsing and activity behavior:

- o Log Files.

A log file is a file that records events that occur in connection with your use of the JiCF Services, such as your service use data.

- Cookies

Cookies are small text files placed in your device browser directories to store your information about your use of the JiCF Services and your activities online (collectively, "Cookies"). A Cookie will typically contain the name of the domain (internet location) from which the Cookie has come, the "lifetime" of the Cookie (i.e. when does it expire), and a value, usually a randomly generated unique number. We use Cookies so that we can improve your online experience – for example, by remembering you when you come back to visit us, and making the content you see more relevant to you.

- Pixel Tags ("Web Beacons" or "clear gifs")

Pixel Tags are small graphic images, also known as "web beacons" or "clear gifs," embedded in web pages and e-mail messages. Pixel Tags may be used to count the number of visitors to the JiCF Services, to monitor how users navigate the JiCF Services, and to count content views.

- Embedded Scripts

An embedded script is programming code designed to collect information about your interactions with the JiCF Services. It is temporarily downloaded onto your device from our web server or a third party with whom we work, is active only while you are connected to the JiCF Services, and deleted or deactivated thereafter.

- Location-identifying Technologies

GPS (global positioning systems) software, geo-filtering, Bluetooth, and other location-aware technologies locate (sometimes precisely) you for purposes such as verifying your location and delivering or restricting relevant content based on your location.

- Device Fingerprinting.

Device fingerprinting is the process of analyzing and combining sets of information elements from your device's browser, such as JavaScript objects and installed fonts, in order to create a "fingerprint" of your device and uniquely identify your device and applications.

Some information about your use of the JiCF Services and certain Third Party Services (defined below) may be collected using Tracking Technologies across time and services and used by us and third parties for purposes such as to associate different devices you use, and deliver relevant ads and/or other content to you on the JiCF Services and certain Third Party Services.

For further information on Tracking Technologies and your rights and choices regarding them, please see "Third Party Services" and "Your Rights and Choices" below.

Information from Franchisees and Other Third Party Sources

We may also receive information about you from third parties. For instance, we may receive information about you from our franchisees. To the extent we combine such third party sourced information with information we have collected about you through the JiCF Services, we will treat such information in accordance with this Privacy Policy, plus any additional restrictions imposed by the source of the data. These third party sources vary over time, but may include:

- Data brokers from which we purchase demographic data to supplement the data we collect.
- Social networks when you reference our Service or grant permission to JiCF to access your data on one or more of these services.
- Partners with which we offer co-branded services, sell or distribute our products, or engage in joint marketing activities.
- Publicly-available sources such as open government databases or other data in the public domain.

For further information on Third Party Services, see the "Third Parties" section below.

2. How We Use the Information We Collect

We use information about you for our legitimate interests, including to:

- manage the JiCF Services, including your donations;
- facilitate the processing of your donations (we or an authorized third party on our behalf will collect and/or use your payment card and shipping information to process your donation and issue a tax receipt to you);
- authorize your access to the JiCF Services;
- provide you with opportunities to engage with our work;
- deliver the content and perform services requested by you;
- respond to your comments, inquiries or requests, and provide you with customer support;
- send you technical notices, updates, security alerts, information regarding changes to our policies, and support and administrative messages;
- solicit donations to the Joy in Childhood Foundation;
- further our business purposes, such as to perform data analysis, audits, fraud monitoring and prevention;
- perform research and analysis of your use to identify usage trends, determine the effectiveness of our marketing efforts; and
- to enhance, improve or modify the JiCF Services, including our materials, websites, marketing efforts and services.

We also use information about you with your consent, including to:

- communicate with you about JiCF, including about our and third party opportunities, events, and services that may be of interest to you, and to update you about changes to the JiCF Services;
- fulfill any other purpose disclosed at the time you provide information and your consent.

We may use information that does not identify you (including information that has been de-identified) without obligation to you except as prohibited by applicable law. For information on your rights and choices regarding how we use your information, please see the section entitled "Your Rights and Choices" below.

We also use your information to provide you with any service that we provide for you (to fulfill any obligations we may have to you under any contract for the provision of that service).

3. How We May Disclose Information We Collect

We may share information about you, including Personal Information, with third parties for any purposes consistent with our statements under this Privacy Policy or as permitted by applicable law, including as follows:

Service Providers

We may disclose your information to our agents, vendors, consultants and other service providers (collectively, "Service Providers") that perform certain services on our behalf. These services may include, among other things, fulfilling your donations, processing credit card payments, delivering content to you, authorizing your access to the JiCF Services, providing support, performing business and donation analysis, website hosting, professional services, including information technology services and related infrastructure, customer service, marketing, e-mail delivery, auditing and other similar services.

Affiliates

We may disclose your information to our affiliates ("Affiliates") for the purposes described in this Privacy Policy, including for their own direct marketing purposes (California residents and data subjects in Europe have certain rights set forth in "Your California Privacy Rights" and "Your European Privacy Rights" below), and to be consistent with our goal of providing our consumers with the superior product and consumer experience that our customers have come to expect from us around the globe. Affiliates are those companies that are under common control of our parent company Dunkin' Brands, Inc.

Franchisees

We may disclose your information to our franchisees ("Franchisees") for the purposes described in this Privacy Policy, including for their own direct marketing purposes (California residents and data subjects in Europe have certain rights set forth in "Your California Privacy Rights" and "Your European Privacy Rights" below). Franchisees are independent owner/operators of one or more Dunkin' Brands stores.

Business Partners

When you engage in any fundraising activities, we may share your information with other organizations with which we are partnering to offer you additional products and services ("Offers"). All Offers that take place in collaboration with partnering organizations will clearly state this relationship in all materials on the JiCF Services (both online and offline). When you elect to engage in a particular Offer, we may provide your e-mail address and other information to a partnering organization. In addition, your information may be disclosed to third parties for administrative purposes and as required by law. By participating in an Offer, you agree to the official rules that govern that Offer, and may, except where prohibited by applicable law, allow the sponsor and/or other parties to use your name, voice and/or likeness in advertising or marketing materials.

Other Third Parties

We may disclose your information with third parties for purposes of facilitating your requests and providing you with advertisements, including those tailored to your interests.

Corporate Transactions or Events

We may disclose your information to a third party in connection with a corporate reorganization, merger, sale, joint venture, assignment, transfer or other disposition of all or any portion of our business, assets or stock, including in connection with any bankruptcy or similar proceedings.

Other Legal Reasons

In addition, we may use or disclose your information as we deem necessary or appropriate: (1) under applicable law, including laws outside your country of residence; (2) to respond to requests from public and

government authorities including public and government authorities outside your country of residence; (3) to comply with subpoenas and other legal processes; (4) to pursue available remedies or limit damages we may sustain; (5) to protect our operations or those of any of our Affiliates; (6) to protect the rights, privacy, safety or property of JiCF, our Affiliates, you and others; and (7) to enforce our terms and conditions.

Consent

We may share your information for any other purpose disclosed to you and with your consent.

Without limiting the foregoing, in our sole discretion, we may share aggregated information which does not identify you or de-identified information about you with franchisees, third parties, or Affiliates for any purpose, except as prohibited by applicable law. For information on your rights and choices regarding how we share your information, please see the "Your Rights and Choices" section below.

4. Third Party Services, Devices and Links

You may find that it is possible to link from third party websites to the JiCF Services, or access content or links on the JiCF Services to websites, platforms, and services operated and owned by third parties ("Third Party Services"). To the extent we combine information from Third Party Services with Personal Information we collect directly from you on the JiCF Services, we will treat the combined information as Personal Information under this Privacy Policy. However, Third Party Services are not under our control, and may use Tracking Technologies to independently collect information about you and may solicit Personal Information from you. JiCF is not responsible for the privacy practices or the content of any Third Party Services or third party devices. You should consult the privacy policy of the Third Party Service to or from which you access content or link to determine the information practices of that Third Party Service.

Social Networking and Other Third Party Features

In addition, the JiCF Services contain third party technologies that allow you interact with or connect the JiCF Services to certain Third Party Services ("Third Party Features"). For example, you may use a Third Party Feature to "like" or "share" our content over social media. If you use a Third Party Feature, both JiCF and the applicable Third Party Service may have access to certain information about you and your use of the JiCF Services and the Third Party Service. Similarly, if you publicly reference the JiCF Services on a Third Party Service (e.g., by using a hashtag associated with JiCF in a tweet or post), we may use your reference on or in connection with the JiCF Services. When you use Third Party Features, including to connect the JiCF Services to any social network or other Third Party Service, please remember that you are bound by the privacy policy of the social network or Third Party Service, and we do not control and are not responsible for the privacy practices of such social network or Third Party Service. You should consult the privacy policy of such Third Party Services to determine the information practices of those Third Party Services.

Analytics and Online Advertising

We may use Google Analytics and other third parties for analytics services. These third parties may use Tracking Technologies to track the actions of users of the JiCF Services, to measure statistics of user activity on the JiCF Services, and provide other services relating to JiCF Services activity and internet usage. We may also engage and work with third parties to serve advertisements on the JiCF Services and/or on Third Party Services. These third parties may use Tracking Technologies to track marketing efforts and to deliver "interest-based advertisements" that may be more relevant to individual consumers. For example, if your information indicates that you live in an area where a particular Offer is going on, you may receive an advertisement on the JiCF Services and/or on a Third Party Service that is specific to that Offer. As above, the information collected and stored by any such Third Party Services remains subject to their own policies and practices.

For further information on Tracking Technologies and your rights and choices regarding them, please see "Information Collected Automatically" above and "Your Rights and Choices" below.

5. Your Rights and Choices

Correction/Updating Donation Information

If you have a donated to us, you have the ability to review, update, and remove certain information you have voluntarily submitted to us in connection with your donation by contacting us as set forth in the section entitled "Contact Us" below. We may require additional information from you to allow us to confirm your identity. Please note that we may retain certain information associated with your donation for record keeping integrity, as well as to prevent fraud, collect any fees owed, enforce our terms, take actions we deem necessary to protect the integrity of our Services or our users, comply with our legal obligations, resolve disputes, or take other actions otherwise permitted by law.

Communications

We may send you occasional updates about JiCF and from our Affiliates (as defined in this Privacy Policy). We may also send you "transactional or relationship" communications, such as notices to facilitate a transaction or donation you have conducted. We require opt-in consent for text messages or push notifications.

If, at any time, you decide you would rather not receive these types of communications, you can opt-out by following the instructions contained in those communications. For email communications, you may click the unsubscribe link at the bottom of any email sent from JiCF or its Affiliates to opt-out. For text message communications, you may opt-out by texting "STOP" to the appropriate shortcode available from our confirmation text message. For push notifications, you may adjust the permissions in your mobile device. Please note that your opt-out is limited to the e-mail address, phone number, or device used and will not affect subsequent subscriptions or, for e-mails, "transactional or relationship" communications.

Tracking Technologies Generally and "Do Not Track"

If you do not wish to receive Cookies or wish to manage when you accept Cookies in general, you may set your browser to reject Cookies or to alert you when a Cookie is placed on your device. Although you are not required to accept our Cookies, if you set your browser to reject Cookies, you may not be able to use all of the features and functionality of the JiCF Services. To find out more about Cookies, including how to see what Cookies have been set on your device and how to manage and delete them, visit www.allaboutcookies.org.

Your browser settings may allow you to automatically transmit a "Do Not Track" signal to online services you visit. Note, however, there is no industry consensus as to what site and app operators should do with regard to these signals. Accordingly, we do not monitor or take action with respect to "Do Not Track" signals or other mechanisms. For more information on "Do Not Track," visit <http://www.allaboutdnt.com>.

Analytics and Interest-Based Advertising

You may exercise choices regarding the use of cookies from Google Analytics by going to <https://tools.google.com/dlpage/gaoptout> or downloading the Google Analytics Opt-out Browser Add-on. Opting-out is generally done by the third party dropping a cookie on your browser indicating your intent to opt-out. If you get a new device, install a new browser, erase, or otherwise alter the third party's browser cookie file, you may clear the opt-out cookie and no longer be subject to its opt-out.

We support the Self-Regulatory Principles for Online Behavioral Advertising of the Digital Advertising Alliance ("DAA") ("Principles"). This means that we allow you to exercise choice regarding the collection of information about your online activities over time and across third-party websites for online interest based advertising purposes. More information about these Principles can be found at www.aboutads.info/. If you want to "opt out" of receiving online interest-based advertisements on your internet browser from advertisers and third parties that participate in the DAA Self-Regulatory Program for Online Behavioral Advertising and perform advertising-related services for us and our partners, please follow the instructions at www.aboutads.info/choices, or <http://www.networkadvertising.org/choices/>. An "opt-out" Cookie will be placed on your device indicating that you do not want to receive interest-based advertisements. Opt-out Cookies only work on the internet browser and device they are downloaded onto. If

you want to opt-out of interest-based advertisements across all of your browsers and devices, you will need to opt-out on each browser on each device you actively use. If you delete Cookies on your device generally, you will need to opt-out again. If you want to “opt out” of receiving online interest-based advertisements on your mobile apps, please follow the instructions at <http://www.aboutads.info/appchoices>. Please note that when you “opt-out” of receiving interest-based advertisements, this does not mean you will no longer see advertisements from us or on the JiCF Services. It means that the online ads that you do see from participants should not be based on your particular interests. JiCF is not responsible for effectiveness of, or compliance with, any third-parties’ opt out options or programs or the accuracy of their statements regarding their programs. In addition, third parties may still use Tracking Technologies to collect information about your use of the JiCF Services, including for analytics and fraud prevention as well as any other purpose permitted under the Principles.

6. Your California Privacy Rights

JiCF may share personal information as defined by California’s “Shine the Light” law with third parties and/or Affiliates for such third parties’ and Affiliates’ own direct marketing purposes. If you are a California customer, you are entitled to request certain information regarding our compliance with this law. To request such a notice, please send a letter to: Joy in Childhood Foundation, 130 Royall Street, Canton, MA 02021. Requests must include “California Privacy Rights Request” in the first line of the description and include your name, street address, city, state, and ZIP code. Please note that JiCF is not required to respond to requests made by means other than through the provided e-mail address or mail address.

7. Your European Privacy Rights

If you are a data subject in the European Economic Area (“EEA”), you have the right to access, rectify, or erase any personal data we have collected about you through the JiCF Services. You also have the right to data portability and the right to restrict or object to our processing of personal data we have collected about you through the JiCF Services. You may withdraw your consent at any time for any data processing we do based on consent you have provided to us.

To exercise any of these rights, contact us as set forth in the section entitled “Contact Us” below and specify which right you intend to exercise. We will respond to your request within 30 days. We may require additional information from you to allow us to confirm your identity. Please note that we store information as necessary to fulfil the purposes for which it was collected, and may continue to retain and use the information even after a data subject request for purposes of our legitimate interests, including to comply with our legal obligations, resolve disputes, prevent fraud, and enforce our agreements.

If you have any issues with our compliance, you have the right to lodge a complaint with an EEA supervisory authority.

8. Children’s Online Privacy

JiCF recognizes the importance of protecting the privacy of children online. The JiCF Services are intended for general audiences and are not directed to children under thirteen (13). We do not knowingly collect personal information as defined by the U.S. Children’s Online Privacy Protection Act (“COPPA”) from children in a manner that is not permitted by COPPA.

If you become aware that a child under the age of 13 has provided us with personal information as defined by COPPA through the JiCF Services, we ask that you e-mail us at foundation@dunkinbrands.com. If we become aware that a child under 13 has provided us with personal information as defined by COPPA, we will delete the child’s information from our records to the extent required by COPPA.

9. International Transfer

JiCF is based in the U.S. and the information we and our Service Providers collect is governed by U.S. law. If you are accessing the Service from outside of the U.S., please be aware that information collected through the Service may be transferred to, processed, stored and used in the U.S. Data protection laws in the U.S.

may be different from those of your country of residence. Your use of the Service or provision of any information therefore constitutes your consent to the transfer to and from, processing, usage, sharing and storage of your information, including Personal Information, in the U.S. as set forth in this Privacy Policy.

10. Data Security

We implement and maintain reasonable administrative, physical, and technical security measures to help protect information about you from loss, theft, misuse and unauthorized access, disclosure, alteration and destruction. Nevertheless, transmission via the internet is not completely secure and we cannot guarantee the security of your information collected through the JiCF Services.

11. Updates to this Policy

We may change this Privacy Policy from time to time. Any changes will be effective immediately upon posting of the revised Privacy Policy. If we make any material changes to this Privacy Policy, we will post those changes through a prominent notice on the JiCF Services or notify you directly. Regardless of our efforts, we encourage you to review this Privacy Policy each time you visit the JiCF Services.

12. Contact Us

If you have any questions regarding our privacy practices, our data practices, or our compliance with applicable law, you can email us at foundation@dunkinbrands.com. You also can call us at 1-800-859-5339, or you can write to us at Joy in Childhood Foundation, 130 Royall Street, Canton, MA 02021.