

JAFFE AWARDS PRIVACY POLICY

Updated & Effective as of: March 1, 2019

This privacy policy (“**Privacy Policy**”) only covers information collected at the sections of ascenaretail.com that are specific to the Jaffe Awards program (www.ascenaretail.com/our-culture/ascena-foundation/jaffe-awards, and related subpages), and any related application, feature, page, form, or online service that posts or expressly indicates it is governed by this Privacy Policy (including, without limitation, the Jaffe Awards Nomination and Application forms) (the “**Site**”) or offline in connection with the Jaffe Awards contest (“**Contest**”). The Site and the Contest are provided by or on behalf of Ascena Foundation, a 501(3)(c) charitable organization (“**Ascena Foundation**”). This policy does not cover any information collected at any other website or otherwise offline by Ascena Foundation (unless specifically stated).

This Privacy Policy discusses:

- [Information That We Collect Through the Site.](#)
- [Use of Information by Ascena Foundation.](#)
- [Disclosure and Sharing Of Information.](#)
- [Protection of Personal Information by Ascena Foundation.](#)
- [Social Features.](#)
- [Third-Party Links & Content.](#)
- [Users Residing Outside Of The United States and Consent to Transfer.](#)
- [Changes to This Privacy Policy.](#)

INFORMATION THAT WE COLLECT THROUGH THE SITE

- a Information You Provide Ascena Foundation may ask you to provide “**Personal Information**” (which is information that identifies you as a specific, identifiable individual) when you use our Site or otherwise participate in the Contest. Personal Information may include, but is not limited to, your name, email address, mailing address, and telephone number. We may also collect other information about you, such as demographic information (like your age or gender) or information in connection with the Contest.

In addition, you may choose to give us Personal Information about other people. For example, to nominate a person for an award.

Note: The Site is a general audience web site. The Site is not intended for children younger than the age of 13, and the Site does not knowingly collect personal information from children. If Ascena Foundation discovers that it has inadvertently collected personal information via the Site from anyone younger than the age of 13, it will delete that information from its active databases.

- b Information We Collect Automatically As You Access and Use the Site. In addition to any Personal Information or other information that you choose to submit to the Site, we and our third-party service providers (including any third-party content, advertising, and analytics providers) may use a variety of technologies that automatically or passively collect certain information about your use of the Site whenever you visit or interact with the Site ("**Usage Information**"). Usage Information may include the browser and operating system you are using, the URL or advertisement that referred you to our Site, the search terms you entered into a search engine that led you to our Site, all of the areas within our Site that you visit, and the time of day you visit the Site, among other information. Usage Information also includes the IP address, mobile device identifier, or other unique identifier ("**Device Identifier**") for any computer, mobile phone, or other device used to access the Site. A Device Identifier is a number that is automatically assigned to your device and our servers identify your device by its Device Identifier.

We may use Usage Information for a variety of purposes, including enhancing or otherwise improving the Site and our products and services. The Usage Information we collect is generally non-identifying, but if we associate it with you as a specific and identifiable person, we will treat it as Personal Information.

The methods used to collect Usage Information may include the following:

Cookies. A cookie is a data file placed on a device when it is used to visit a Site or otherwise access our online content. Cookies may be used for many purposes, including, without limitation, remembering you and your preferences and tracking your visits to our web pages. A Flash cookie is a data file placed on a device via the Adobe Flash plug-in that may be built into or downloaded by you onto your device. Flash cookies may be used for various purposes, including, without limitation, enabling a Flash feature and remembering your preferences. For more information about Flash and the privacy choices Adobe offers, visit [Adobe - Flash Player : Settings Manager](#). If you choose to disable cookies or to adjust your Flash privacy settings on your device, some features of the Site may not function properly.

Web Beacons. Small graphic images or other web programming code called web beacons (also known as "1x1 GIFs" or "clear GIFs") may be included in our web pages and email messages. Web beacons may be invisible to you, but any electronic image or other web programming code inserted into a web page or email can act as a web beacon. Web beacons or similar technologies may be used for a number of purposes, including, without limitation, to count visitors to the Site, to monitor how users navigate the Site, to count how many emails that were sent were opened and which links are clicked on in our email communications.

Embedded Scripts. An embedded script is programming code that is designed to collect information about your interactions with the Site, such as the links you click on. The code is temporarily downloaded onto your device from our web server or a third-party service provider, is active only while you are connected to the Site, and is deactivated or deleted thereafter.

In addition, we may use a variety of other technologies that collect similar information for security and fraud detection purposes.

- c Information Third Parties Provide About You We may receive information about you from third parties. For example, third-parties may give us information about you directly when nominating you for an award or to let us know that you may be interested in our organization. We may combine the information we receive from those other sources with information we collect through the Site or otherwise in connection with the Contest. In those cases, we will apply this Privacy Policy to the combined information.
- d User Content and Community Forums. The Site may provide you the opportunity to submit or post "User Content" (which means any and all information and content that you submit or post to the Site, including, without limitation, video, photos, audio, messages, text, files, or other content you provide us and as further described in our Terms of Use). You may choose to, without limitation, submit your User Content to us for a contest or sweepstakes or post in forums, through interactive features and through other communication functionality ("Community Forums"). The User Content you submit may contain your image and voice and other information that can be used to identify you. Please note that certain information, such as your name, username and/or state of residence may be publicly displayed on the Site along with your User Content. Note that anything you post to a Community Forum is public – others will have access to your User Content and may use it or share it with third parties. We are not

responsible for the actions of third parties and the use of your information and other User Content by such third parties is not subject to the protections of this Privacy Policy. Please see the "User Content" section of our [Terms of Use](#) and the [Contest Official Rules](#), which contains important information about User Content that you submit to or post on the Site or otherwise in connection with the Contest – including licenses that you grant to Ascena Foundation and certain other parties in any of your User Content. In accordance with those licenses, please be aware that, if you choose to submit User Content, we may use your User Content (or any portion of your User Content) in connection with our advertising, marketing, publicity and promotional activities.

USE OF INFORMATION BY ASCENA FOUNDATION

We may use information collected through our Site or otherwise in connection with the Contest, including your Personal Information and Usage Information, to: (a) enable you to use our Site, and to provide related customer service, including responding to your questions, complaints, or comments; (b) contact you with regard to an award nomination or a contest; (c) improve our Site and for other internal business purposes; (e) process information you provide via our Site, including verifying that your email address is active and valid; (f) contact you with administrative communications and, in our discretion, changes to our Privacy Policy, Terms of Use, or any of our other policies; and (g) for purposes as disclosed at the time you provide your information, with your consent, and as further described in this Privacy Policy.

DISCLOSURE AND SHARING OF INFORMATION

Ascena Foundation may share non-personal information, such as Usage Information and aggregated user statistics, with third parties in our discretion. We do not share Personal Information with third parties for those third parties' marketing purposes unless we first provide you with a chance to opt-in or opt-out from such sharing. We may share the information we have collected about you (including Personal Information): (a) as disclosed at the time you provide your information; (b) with your consent; (c) as described elsewhere in this Privacy Policy; or (d) in any of the following circumstances:

- a Third Parties Providing Services on Our Behalf We may use third-party service providers to perform certain services on behalf of the Site, such as hosting the Site, providing website usage analytics, sending email or other communications, or performing other administrative services. We may provide these service providers with access to your Personal Information so that they can carry out the services they are performing for you or for Ascena Foundation.

- b Administrative and Legal Reasons We reserve the right to disclose any information (including Personal Information) if we believe such action is necessary (a) to comply with law or legal process or a subpoena, or at the request of a governmental entity conducting an investigation; (b) to protect and defend the legal rights or property of Ascena Foundation, our Site or its users, or any other party; or (c) in an emergency, to protect the health and safety of our users or the general public.

- c Business Transfers & Transitions In the event Ascena Foundation goes through a business transition (such as a merger, acquisition by another entity, or sale of all or a portion of its assets, including, without limitation, during the course of any due diligence process), your Personal Information will likely be among the assets transferred. By providing your Personal Information, you agree that we may transfer such information to the acquiring entity without your further consent.

- d Contests, Sweepstakes, & Promotions We may offer contests, sweepstakes, and other promotions (any, a "Promotion") that may require registration. By participating in a Promotion, you are agreeing to the terms, conditions or official rules that govern that Promotion, which may contain specific requirements of you (including, except where prohibited by law, allowing the sponsor(s) of the Promotion to use your name, voice, likeness or other indicia of persona in advertising or marketing materials). If you choose to enter a Promotion, Personal Information may be disclosed to third parties or the public in connection with the administration of such Promotion, including, without limitation, in connection with winner selection, prize fulfillment, and as required by law or permitted by the Promotion's official rules (such as on a winners list).

THIRD-PARTY ANALYTICS PROVIDERS, AD SERVERS, AND SIMILAR THIRD PARTIES

Ascena Foundation works with (or may in the future work with) network advertisers, ad agencies, analytics service providers, and other vendors to provide us with information regarding traffic on the Site (including pages viewed and the actions taken when visiting the Site), to serve our advertisements elsewhere online, and to provide us with information regarding the use of the Site and the effectiveness of our advertisements. Our service providers may collect certain information about your visits to and activity on the Site and other websites and services and may use this information to target advertising to you.

These service providers may set and access their own tracking technologies on your device (including cookies and web beacons) and may otherwise collect or have access to information about you. Some of these parties may collect Personal Information over time when you visit the Site or other online websites and services. Cookies and web beacons, including those set by third-party network advertisers, may be used to (among other things): target advertisements, prevent you from seeing the same advertisements too many times, and conduct research regarding the usefulness of certain advertisements to you. We may share Usage Information about visitors with third-party advertising companies, analytics providers and other vendors for similar purposes.

While we may use a variety of service providers to perform advertising services, some of these companies are members of the Network Advertising Initiative ("**NAI**") or the Digital Advertising Alliance ("**DAA**") Self-Regulatory Program for Online Behavioral Advertising. You may want to visit [NAI: Network Advertising Initiative | Consumer Opt-out](#), which provides information regarding targeted advertising and the "opt-out" procedures of NAI members. You may also want to visit or <http://www.aboutads.info/choices/>, which provides information regarding targeted advertising and offers an "opt-out" by participating companies in the DAA Self-Regulatory Program. Please note that these companies may still collect information when you are online and opting out through these mechanisms does not opt you out of being served advertising. You will continue to be served generic ads while online.

PROTECTION OF PERSONAL INFORMATION BY ASCENA FOUNDATION

We employ commercially reasonable security methods and technologies to help secure your Personal Information. However, no system can be guaranteed 100% secure. We do not warrant the security of any information that you transmit to us, or that we transmit to you, or guarantee that it will be free from unauthorized access by third parties. You use the Site and provide us with information at your own initiative and risk.

SOCIAL FEATURES

Functionality on the Site may permit interactions that you initiate between the Site and a third-party website or service ("**Social Features**"), such as the ability to "like" or "share" content from the Site to a third party service. If you choose to post information through the Site to a third-party website or service, that information may be publicly displayed. Similarly, if you post information on a third-party platform that references the Site or Ascena Foundation or one of our Promotions, (e.g., by using a Twitter hashtag associated with Ascena Foundation in your Tweet), your post may be published on our Site in accordance with terms of that third party.

The information we collect in connection with Social Features is subject to this Privacy Policy. The information collected and stored by the third party remains subject to the third party's privacy practices, including your choices with regard to what is visible to others on that third-party service.

THIRD-PARTY LINKS & CONTENT

The Site may contain links to websites that Ascena Foundation does not control, and the Site may contain other content hosted and served by third parties, including third party social networking services. Ascena Foundation is not responsible for the privacy practices of any third party.

USERS RESIDING OUTSIDE OF THE UNITED STATES AND CONSENT TO TRANSFER

The Site is operated in the United States. If you are located in another jurisdiction, please be aware that information you provide to us will be transferred to and processed in the United States. By using the Site, or providing us with any information, you consent to this transfer, processing and storage of your information in the United States, a jurisdiction in which the privacy laws may not be as comprehensive as those in the country where you reside or are a citizen.

CHANGES TO THIS PRIVACY POLICY

Ascena Foundation reserves the right to change or modify this Privacy Policy in its discretion at any time and will notify you of material changes by posting the changed or modified Privacy Policy on our Site. We may also provide notice to you in other ways in our discretion, such as through contact information you have provided. Any changes will be effective immediately upon the posting of the revised Privacy Policy unless otherwise specified and your continued use of the Site after the effective date of the revised Privacy Policy (or such other act as specified in the revised Privacy Policy) will constitute your consent to those changes. However, we will not, without your consent, use your Personal Information in a manner materially different than what was stated at the time it was collected.