



APEX FOR YOUTH PRIVACY POLICY

Apex For Youth is committed to protecting the privacy of our participants, volunteers, donors, website visitors, and community members.. The following Privacy Policy lists how we use, collect, disclose, and safeguard your information when you visit our website and its internally managed media forms, media channels, mobile websites, or applications related or connected thereto (collectively, our "Site"). Please read this privacy policy carefully.

By accessing our Site, you agree with the terms of this privacy policy.

1. Information We Collect

We may collect information about you in a variety of ways. The information we may collect includes:

Personal Data

Personally identifiable information, such as your name, shipping address, email address, and telephone number, and demographic information, such as your age, gender, hometown, income, etc. , that you voluntarily give to us when you register with our Site or when you choose to participate in various activities related to our Site, such as online chat and message boards.

Derivative Data

We may automatically collect certain information when you visit or interact with our Site, including your IP address, browser type, device type, operating system, referring URLs, pages viewed, links clicked, access times, and interactions with our Site, emails, advertisements, or other digital communications. We may use cookies, pixels, analytics tools, and similar technologies — including services provided by third parties such as



Google Analytics, Hotjar, Microsoft Clarity, and embedded media providers — to help us understand website usage, improve user experience, measure campaign effectiveness, and support our outreach and marketing efforts.

Financial Data

Financial information, such as data related to your payment method (e.g., valid credit card number, card brand, expiration date) that we may collect when you donate, order, return, exchange, or request information about our services from our Site. We store only very limited, if any, financial information that we collect.

Mobile Device Data

If you access our Site from a mobile device, we may collect information about the device and browser you use, such as device type, operating system, browser type, and general geographic location information inferred from your IP address.

2. Use of Your Information

Having accurate information about you permits us to provide you with a smooth, efficient, and customized experience. Specifically, we may use information collected about you via our Site to:

- Respond to your inquiries and provide service.
- Process your donations and transactions.
- Send you a confirmation.
- Create and manage your internal account.
- Send you administrative communications, such as updates, security alerts, and support messages.
- Improve our website and marketing efforts.



- Understand your needs and interests.
- Personalize your experience.

3. Security of Your Information

We use administrative, technical, and physical security measures to help protect your personal information from unauthorized access, disclosure, alteration, or destruction. While we have taken reasonable steps to secure the personal information you provide to us, please be aware that no security measures are perfect or impenetrable, and no method of data transmission can be guaranteed against any interception or other type of misuse.

4. Cookies and Similar Technologies

We may use cookies, web beacons, tracking pixels, and other tracking technologies on our Site to help customize our Site and improve your experience. When you access our Site, your personal information is not collected through the use of tracking technology. Most browsers are set to accept cookies by default. You can remove or reject cookies, but be aware that such action could affect the availability and functionality of our Site. You may not decline web beacons. However, they can be rendered ineffective by declining all cookies or by modifying your web browser's settings to notify you each time a cookie is tendered, permitting you to accept or decline cookies on an individual basis.

5. Third-Party Websites

Our Site may contain links to third-party websites and applications of interest, including advertisements and external services, that are not affiliated with us. Once you have used these links to leave our Site, any information you provide to these third parties is not covered by this Privacy Policy, and we cannot guarantee the safety and privacy of your information. Before visiting and providing any information to any third-party



websites, you should inform yourself of the privacy policies and practices (if any) of the third party responsible for that website, and should take those steps necessary to, in your discretion, protect the privacy of your information. We are not responsible for the content or privacy and security practices and policies of any third parties, including other sites, services, or applications that may be linked to or from our Site.

6. Disclosure of Your Information

We do not sell or rent your personal information. However, we may share information we have collected about you in certain situations. These third parties are expected to maintain appropriate confidentiality and security protections. Your information may be disclosed as follows:

****By Law or to Protect Rights****

If we believe the release of information about you is necessary to respond to legal processes, to investigate or remedy potential violations of our policies, or to protect the rights, property, and safety of others, we may share your information as permitted or required by any applicable law, rule, or regulation.

****Third-Party Service Providers****

We may share your information with third parties that perform services for us or on our behalf, including payment processing, data analysis, email delivery, hosting services, service, and marketing assistance.

****Business Transfers****

We may share or transfer your information in connection with, or during negotiations of, any merger, financing, or acquisition of all or a portion of our organization to another organization.



7. Policy for Children

We do not knowingly solicit information from or market sales to children under the age of 13. If we learn that we have collected personal information from a child under age 13 without verification of parental consent, we will delete that information as quickly as possible.

8. Your Privacy Rights

If you are a resident of the European Economic Area (EEA), you have certain data protection rights. We aim to take reasonable steps to allow you to correct, amend, delete, or limit the use of your personal data. If you wish to be informed of what personal data we hold about you and if you want it to be removed from our systems, please contact us.

9. Changes to This Privacy Policy

We may update this Privacy Policy from time to time in order to reflect, for example, changes to our practices or for other operational, legal, or regulatory reasons. We will notify you of any changes by posting the new Privacy Policy on our Site. You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.

10. Data Retention

We will retain your information for as long as needed to provide you services, comply with our legal obligations, resolve disputes, and enforce our agreements. If you wish to request that we no longer use your information to provide you services or delete your information, contact us at the information provided below.

11. International Data Transfers

If you are accessing our Site from outside the United States, please be aware that your



information may be transferred to, stored, and processed in the United States where our servers are located and our central database is operated. By using our services, you consent to the transfer of your information to our facilities as described in this Privacy Policy.

12. Email and Communications

We may send you newsletters, fundraising appeals, event invitations, volunteer opportunities, program updates, and other communications related to Apex For Youth's mission, programs, and activities. These communications may be sent through third-party service providers such as Mailchimp, Salesforce, or related integrated platforms.

You may opt out of receiving marketing or promotional emails at any time by clicking the "unsubscribe" link included in our emails. Please note that we may still send you transactional or administrative communications related to donations, event registrations, volunteer applications, or other interactions with us.

If you create an account through a third-party fundraising or event platform, such as Classy, your information may also be subject to that platform's privacy practices and communication preferences.

13. Contact Us

If you have questions or comments about this Privacy Policy, please contact us at:

Apex For Youth

195 Chrystie St, #200

New York, NY 10002

apexoperations@apexforyouth.org

(212) 385-3574



14. SMS

Participation in Apex For Youth programs may involve contacting participants, families, donors or affiliates through SMS. Messaging and data charges may apply, frequency varies. No mobile information will be shared with third parties/affiliates for marketing/promotional purposes. The initial message you receive provides information to reply STOP to opt-out and reply HELP for assistance. All other categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties.