

PRIVACY POLICY

Prostate Cancer Research Inc

This privacy policy applies to www.pcrusa.org owned and operated by PCR Inc. This privacy policy describes how Prostate Cancer Research Inc (“PCR Inc”, “We”) collects and uses the personal information you provide on our website: www.pcrusa.org. It also describes the choices available to you regarding our use of your personal information and how you can access and update this information.

The following discloses our information gathering and dissemination practices for the website located at the URL www.pcrusa.org.

Because we want to demonstrate our commitment to your privacy, this Privacy Policy notifies you of:

- What personally identifiable information of yours is collected through the site
- Who collects such information
- How such information is used
- With whom your information may be shared
- What choices you have regarding collection, use and distribution of your information
- What kind of security procedures are in place to protect the loss, misuse or alteration of information under our control and,
- How you can correct any inaccuracies in your information.

What Information We Collect and How We Use That Information

PCR Inc is the sole owner of the information collected on www.pcrusa.org. Personally identifiable information is collected from our users at several different points on our website. PCR Inc is committed to respecting your privacy. We hold all personal and financial information in strict confidence. PCR Inc does not and will not sell, trade or donate your personally identifiable information to any other entity besides the ways that are described in this privacy policy.

In order to use premium services on this website, you must first complete a registration form that may include name, email address, format preference

(HTML vs. Text), address, interests, and similar information. We use this information to contact you about the services on our site in which you have expressed interest, and so we can provide you a more personalized experience on our site. We also collect Billing Information such as credit card number for the purpose of fulfilling your order, and charging you for the product you have ordered and process your donations.

You may also provide personal information about other people, such as their name and mailing address. This information is only used for the sole purpose of completing your request or for whatever reason it may have been provided.

All surveys are anonymous, unless you opt to share your identifying information. Even if you choose to reveal your personally identifiable information, it will not be shared with any outside organization or third party. On occasion, anonymous aggregated or demographic information may be shared with third parties.

All information, including sensitive information like credit card information, provided to PCR Inc is transmitted using SSL (Secure Socket Layer) encryption. SSL is a proven coding system that lets your browser automatically encrypt, or scramble, data before you send it to us. Unfortunately, however, no data transmission over the Internet is 100% secure. While we strive to protect your information, we cannot ensure or warrant the security of such information.

Access and Choice

Upon request PCR Inc will provide you with information about whether we hold any of your personal information. If your personally identifiable information changes, or if you no longer desire our service, you may correct, update, amend, deactivate, [ask to have it removed](#) from a directory or testimonial on our site, or request no further communications from PCR Inc by emailing us or by contacting us by telephone or postal mail at the contact information listed below. We will respond to your request within a reasonable timeframe.

Data Retention

We will retain personally identifiable information for as long as needed to provide

you services. Please [contact us](#) if you wish to request that we no longer use personally identifiable information to provide you services. We will retain and use personally identifiable information as necessary to comply with legal obligations, resolve disputes, and enforce our agreements.

Third Party Service Providers

We may provide your personal information to companies that provide services to help us with our business activities such as shipping your order or offering customer service. These companies are authorized to use your personal information only as necessary to provide these services to us.

Internet Service Provider

Pcrusa.org is hosted by WPEngine, a service provider that houses data and keeps our software updated. Authorized employees of WPEngine may have limited access tracking technologies, solely to provide technical assistance to PCR Inc staff. WPEngine does not store or share your personally identifiable identifying information or have access to your financial information.

Log Files

As is true of most websites, we gather certain information automatically and store it in log files. This information may include Internet protocol (IP) addresses, browser type, Internet service provider (ISP), referring/exit pages, operating system, date/time stamp, and/or clickstream data. We collect an IP address from all visitors to our site. An IP address is a number that is automatically assigned to your computer when you use the Internet. We use IP addresses to help diagnose problems with our server, administer our site, analyze trends, track users' movement, gather broad demographic information for aggregate use in order for us to improve the site, and deliver customized, personalized content. IP addresses are not linked to personally identifiable information.

Tracking Technologies

PCR Inc and its partners use cookies or similar technologies to analyze trends, administer the website, track users' movements around the website, and to gather demographic information about our user base as a whole. You can control

the use of cookies at the individual browser level, but if you choose to disable cookies, it may limit your use of certain features or functions on our website or service.

We partner with a third party to manage our advertising on other sites. Our third party partner may use technologies such as cookies to gather information about your activities on this website and other sites in order to provide you advertising based upon your browsing activities and interests. If you wish to not have this information used for the purpose of serving you interest-based ads, you may opt-out by clicking [here](#). Please note this does not opt you out of being served ads. You will continue to receive generic ads.

Communications from PCR Inc

All other email communications, such as newsletters and advocacy alerts, are sent only to those who have 'opted-in' to receive them.

Choice/Opt-out

If you no longer wish to receive our newsletter and promotional communications, you may opt-out of receiving them by following the instructions included at the bottom of each newsletter, by visiting our home page and clicking on the "Unsubscribe" link, or by contacting us by email, telephone or postal mail at the contact information listed below. We will honor your unsubscribe submission within 30 days.

Notification of Policy Changes

If we decide to change our privacy policy, we will post those changes to this privacy policy, the homepage, and other places we deem appropriate so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it. We reserve the right to modify this privacy policy at any time, so please review it frequently. If we make material changes to this policy, we will notify you here, or by means of a notice on our homepage before the changes take effect.

Legal Disclosures

In certain situations, PCR Inc may be required to disclose personal data in response to lawful requests by public authorities, including to meet national

security or law enforcement requirements. We reserve the right to disclose your personally identifiable information as required by law, such as to comply with a subpoena, bankruptcy proceedings, or similar legal process and when we believe that disclosure is necessary to protect our rights and/or comply with a judicial proceeding, court order, or legal process served on our Web site. If we are involved in a merger, acquisition, or sale of all or a portion of its assets, you will be notified via email and/or a prominent notice on our Web site of any change in ownership or uses of your personal information, as well as any choices you may have regarding your personal information.

Testimonials

We display personal testimonials from members of our community on our site in addition to other endorsements. With your consent we may post your testimonial along with your name.

Other Web sites

Our site contains links to other websites. Please note that when you click on one of these links, you are entering another website for which has no responsibility. We encourage you to read the privacy statements on all such sites as their policies may be different than ours.

Our website also includes Social Media Features, such as the Facebook Like button and Widgets, such as the Share this button or interactive mini-programs that run on our site. These Features may collect your IP address, which page you are visiting on our site, and may set a cookie to enable the Feature to function properly. Social Media Features and Widgets are either hosted by a third party or hosted directly on our site. Your interactions with these features are governed by the privacy policy of the company providing it.

PCR Inc's Commitment to Our Donors

We will not sell, share, or trade our donors' names or personal information with any other entity, nor send mailings to our donors on behalf of other organizations. This policy applies to all information received by PCR Inc, both online and offline, as well as any electronic, written, or oral communications. To the extent any donations are processed through a third-party service provider,

our donors' information will only be used for purposes necessary to process the donation.

Questions About Our Policies

If you have any questions about this privacy policy, the practices of this site, or your dealings with this website, you can contact us at info@pcrusa.org