

**PHILANTHROPY AND ALUMNI RELATIONS
DONOR WEBSITE PRIVACY NOTICE**

Approved by Administrative Council

Effective Date 04/20/2026

I. Purpose and Scope

This Donor Website Privacy Notice (“Notice”) applies to the donor- and fundraising-related websites, webpages, and online services that are operated by or on behalf of Roseman University Health Sciences, a Nevada nonprofit corporation (the “University,” “we,” “us,” or “our”) and that link to or display this Notice] (collectively, the “Donor Pages”). The Donor Pages include, without limitation, the Roseman Donor Portal, the Roseman Planned Giving pages, and the Roseman Alumni Network pages, and any other donor or fundraising pages the University operates now or in the future.

This Notice applies only to the Donor Pages. Other University websites, systems, and services (for example, student portals, employment-related systems, or health services) may be governed by separate notices, including the University’s Privacy Policy and Terms, which can be found at: <https://www.roseman.edu/privacy-policy/>

II. Key Definitions

- a. **Personal Information** means information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular individual or household. Personal Information does not include information that is deidentified or aggregated.
- b. **Sensitive Personal Information** (or **Sensitive Data**) has the meaning provided under applicable privacy laws and may include, for example, government identifiers, precise geolocation, or certain financial account credentials. The University does not intentionally collect Sensitive Personal Information through the Donor Pages except as necessary to process donations, prevent fraud, or otherwise for the purposes described in this Notice.

III. Information We Collect

We collect Personal Information in three ways:

- a. **Information You Provide**
 - i. For example, when you donate, request information, RSVP for an event, sign up for updates, create an account (if available), or contact us, you may provide:
 - 1. contact information (such as name, email, address, and phone number);
 - 2. donation details (such as amount, date, designation, tribute information, and employer matching details);
 - 3. account details (if applicable), such as login credentials and preferences; and
 - 4. the contents of your communications with us.

b. Information Collected Automatically

- i. When you use the Donor Pages, we and our service providers may collect:
- ii. device and usage information (such as IP address, device identifiers, browser type, pages viewed, links clicked, and time spent); and
- iii. cookie and similar technology data, as described in Section VIII.

c. Information From Third Parties

- i. We may receive information from third parties that help us operate the Donor Pages and fundraising activities, such as:
 1. payment processors and fraud prevention partners (for example, payment status and limited transaction details);
 2. donor management/CRM and fundraising platform providers, which may have their own privacy practices and data security measures that could affect how your information is handled;
 3. matching gift vendors (if applicable); and
 4. analytics providers (if used).

IV. How We Use Personal Information

We use Personal Information to:

- a. process donations and transactions, including confirmations, acknowledgments, and receipts;
- b. maintain donor records and manage donor relationships, including stewardship and engagement;
- c. administer donor recognition consistent with recognition choices you make available or request (see Section VI);
- d. communicate with you (including responding to requests and sending University fundraising and engagement communications, subject to your preferences);
- e. operate, maintain, and improve the Donor Pages (including analytics, performance monitoring, and troubleshooting);
- f. protect the security and integrity of the Donor Pages and our donors (including fraud prevention); and
- g. comply with law and enforce our policies.

V. How We Disclose Personal Information

We may disclose Personal Information to:

a. Service Providers

- i. Vendors that process information on our behalf, such as payment processing and fraud prevention providers, fundraising platforms and donor CRMs,

website hosting and IT providers, communications vendors, analytics providers (if used), and professional advisors (e.g., auditors and legal counsel).

b. Matching Gifts and Similar Programs

- i. If you participate in employer matching or similar programs, we may disclose information needed to administer the program (for example, to verify eligibility or submit a matching request).

c. Legal, Safety, and Compliance

- i. We may disclose information if we believe it is necessary to comply with law or legal process, protect the rights and safety of the University or others, prevent fraud or security incidents, or enforce our agreements and policies.

d. Business Transfers

- i. If the University undergoes a reorganization or similar transaction, we may disclose information in connection with evaluating or completing that transaction, subject to appropriate safeguards.

VI. Donor Recognition and Public Listings

If the University offers donor recognition (such as honor rolls, event recognition, or displays), we will use the recognition name and gift information consistent with the options presented to you and our internal processes.

Where feasible, we offer donors the ability to request anonymity or to opt out of public recognition. To change recognition preferences, contact us as described in Section XII.

VII. Data Retention

We retain Personal Information for as long as reasonably necessary for the purposes described in this Notice, including to maintain accurate donor records, comply with legal and tax requirements, resolve disputes, and enforce our policies. Retention periods vary based on the type of information and the purpose for which it is collected.

VIII. Cookies and Similar Technologies

We use cookies, pixels, SDKs, and similar technologies to help operate the Donor Pages and understand usage. These may be used for:

- a. essential operation (security and functionality);
- b. preferences (remembering settings); and
- c. analytics (measuring performance and traffic).

If we enable advertising/measurement technologies, they may be used to measure campaign performance and, in some cases, deliver relevant fundraising messages. You can control cookies through your browser settings, some features may not function properly without certain cookies.

IX. Security

We use reasonable administrative, technical, and physical safeguards designed to protect Personal Information. No method of transmission or storage is completely secure; therefore, we cannot guarantee absolute security. All University personnel are required to comply with the University's Computer Network and Acceptable Usage Policy.

X. Your Privacy Rights (State-Specific)

Depending on where you live and the laws that apply, you may have the right to request access to, correction of, or deletion of certain Personal Information, and to opt out of certain processing (such as targeted advertising, where applicable). You may also have the right to appeal a decision regarding your request, where required by law.

a. How to Submit a Request

- i. To submit a request, contact us using Section XII and include your name, preferred contact information, and a description of your request. We may take steps to verify your identity as permitted by law.

b. Global Privacy Control

- i. Where required by applicable law, we will honor opt-out preference signals such as the Global Privacy Control (GPC) for certain opt-out requests.

XI. Children's Privacy

The Donor Pages are not directed to children under the age of 13, and the University does not knowingly collect Personal Information from children under 13 through the Donor Pages. In the limited circumstances where information about a child under 13 is collected, verifiable parental consent will be obtained in accordance with applicable law. If you believe that a child under 13 has provided Personal Information through the Donor Pages without appropriate consent, please contact us so that we may promptly investigate and address the matter.

XII. Contact

Questions about these Terms: email giving@roseman.edu

XIII. Changes to This Notice

We may update this Notice from time to time. When we do, we will update the "Last Updated" date above. If changes are material, we will provide additional notice as required by law.