

VoteWithMe App (Powered by Civis Analytics) Privacy Policy

Last updated November 2, 2016

This Privacy Policy applies to all information collected or submitted when you install or use the Civic Innovation Works (“Civic Innovation Works”) Application, powered by Civis Analytics, Inc. (the “App”). By downloading and using the App, you consent to the collection and use of your personal information by Civis and Civic Innovation Works as explained in this Privacy Policy. This Privacy Policy forms part of the App's [Terms of Use](#). If you do not agree with the use of your personal information as set out in this Privacy Policy or the Terms of Use, please do not use the App. Your use of the App constitutes your acceptance of this Privacy Policy and the Terms of Use.

We are committed to transparency in the collection and processing of personal data. Our Privacy Policy applies to personal data about identified individuals. It doesn't cover information that is aggregated, anonymous, or does not otherwise identify individuals.

Changes to this Privacy Policy

We will use reasonable efforts to notify you by means of a notice on the App when we make any material changes to this Privacy Policy. We encourage you to periodically review this page for the latest information on privacy practices regarding this App.

Collection of Information

Information You Provide

During the registration process, this App may ask you for information, such as your phone number. If you choose not to provide the information we request, you may not be able to use the App or portions of the App. When you register or provide information to the App, you agree to provide only true, accurate, current, and complete information.

Information Automatically Collected

We automatically receive, record, and store the following information from your mobile device when you install the App:

Device and Usage Information: We may collect and use information about your device and how you use the App to improve our services. We may automatically collect information like log files, how and when you use the App, what type of device you are using, and the name of your telecommunications provider.

Contact List: We collect and use the personal directory data on your device to provide the App's functionality, to improve our services, and in some instances, to contact you. This directory data includes, but is not limited to information in your address book such as your contact record IDs, contact names, phone numbers, and email addresses. The App will not collect your contacts' addresses or zip code. By downloading the App, you consent to our use of this data.

Cookies and Other Tracking Technologies: A cookie is a small data file that is written

to your computer's hard drive by your web browser. A cookie file can contain information, such as a user identification code that a website or app will use to track the pages and number of times you have visited. Civis may use cookies to verify registration status to automatically log you in when you use the App. We may also use unique device identifiers to collect information about your device such as the model and operating system. This helps us in case we detect a crash or other problem with the App. The data read from these cookies or other technologies may be linked to PII and non-PII information. By continuing to use the App, you are agreeing to our use of cookies.

Civis does not respond to “do not track” and similar signals from browsers.

How We Use Information for the App

This App uses the data collected from your phone and combines data we may have about the contacts you have in your phone. We then apply data science techniques to make recommendations to you as to which of your friends are most likely to vote and to vote for a Democratic candidate. We may combine information from all of these sources and others listed in the [Civis Privacy Policy](#).

Data science involves the use of complex math analysis across large data sets to unearth correlations and insights in the data. The truth of the mathematical correlations in the data may not reflect actual causation in particular cases, but these insights empower users of the App or services to focus messages on desired audiences. While we may help identify desired audiences, the messages you convey to these audiences are your responsibility; you don't speak for us and we don't speak for you.

How Else Do We Use Information

Civis uses personal data mainly for our users' purposes. When we use personal data for our purposes, we do so to improve our data science practices and our business. We may also use personal data to monitor and protect our business, perform security screenings, to investigate, prevent, or take action relating to illegal activities, violations of our policies, and for other business purposes discussed in this Policy.

We may use personal data in the following additional ways:

- **Customer Service.** We use your information for customer service purposes and to provide services to you. For example, if you contact us for technical support or other purposes, we will use your information to better help us help you.
- **Communication.** We use your information to communicate with you, including to respond to requests for support and updates relevant to you. We may communicate with you in a variety of ways, depending upon the contact details you provide.
- **Administration.** We use your information for administrative purposes, including to help us better understand how our clients access and use the App and services; to provide reports to prospective partners, service providers, regulators, and others; to implement and maintain security, anti-piracy, fraud

prevention, and other services designed to protect you and us; to enforce this Privacy Policy, our Terms of Use, and other policies.

- Research and development. We use your information for research and development purposes, including to improve the App, services, and customer experience; to maintain the accuracy of our data, understand customer demographics; and for other research and analytical purposes.
- Legal compliance. We use your information to comply with applicable legal or regulatory obligations, including to respond to a subpoena or court order; to cooperate with law enforcement or other governmental investigations; and as part of legal proceedings.
- Protection of us and others. We use your information where we believe it is necessary to protect you, us, or others.

How We Share Personal Data

We will share personal data only in the manner described in this Privacy Policy and in the [Civis privacy policy](#). Our products and services provide individual-level data insights to users, and so our science directly involves sharing insights gained from personal data.

We may share personal data with third party companies to provide technologies, services, or content to our clients or particular individuals. Civis may also remove personally identifying data to create anonymous data.

We may also share personal data in responding to requests from law enforcement officials, government bodies or judicial authorities, in addressing matters of personal or public safety, national security, litigation, investigations (including data security incident investigations), and other legal matters where the data is pertinent. In the event of a sale, transfer or reorganization of Civis, or of some of our assets or lines of business, or in the context of related business negotiations, Civis may share personal data with the relevant parties. Civis also uses personal data for its historical, statistical, and business planning purposes.

Choice and Control

We will attempt to satisfy all reasonable requests to review, modify, or request the removal of personal data we collect about you through this App when you send a request to dataprotection@civisanalytics.com. Certain information may be retained, however, to satisfy legal obligations or as needed to provide you services. Please delete the app and contact Civis should you want to delete your personal information.

You can also do the following to control the use of your data:

- Opt Out of Promotional Email Communications. You may opt out of promotional emails by clicking on the unsubscribe link in the email. If you have difficulty or questions about how to do that, email us at support@civisanalytics.com, and we will assist you. Please also note that we are unable to remove you from third party e-mail lists. So, if you previously added your contact information to the mailing list of one of our clients or partners and later withdraw your permission,

you will have to contact that third party (or use an opt-out link provided in an email communication from that client or partner) to request removal from that mailing list as well.

- **Opt Out of Interest-Based Advertising.** We may use third-party service providers such as Google's AdSense and AdWords to help us provide advertisements to you that are tailored to you based on interests that you have expressed on the App or elsewhere ("Interest-Based Ads"). Any advertisements served by these third-party service providers and their affiliated companies may be controlled using cookies. These cookies allow these providers to display ads based on your visits to this App. Any tracking done by these providers through cookies and other mechanisms is subject to their own privacy policies. Some browser settings allow you to limit or remove the Interest-Based Ads delivered to you.

Please note that even if you opt out of receiving marketing communications from us, we may still send you communications about your account or any products or services you have purchased from us, and we will still respond to your inquiries and requests for information. Additionally, we do not control any information we have previously provided to customers or clients as a result of having access to personal data.

You Authorize Us to Communicate with You at Your Telephone Number

You consent to receiving autodialed text messages from us, or those acting on our behalf, at the telephone number(s) that you have provide to us. We may deliver such messages to provide service messages and alert notifications. Standard message and data rates may apply. Where we are required to obtain your consent for such calls or messages, you may choose to revoke your consent by informing us of your preferences at dataprotection@civisanalytics.com. You also may be able to revoke consent for particular services within the app settings for that service if the app settings provide that functionality.

Data Integrity and Accuracy

Civis strives to work with current and accurate personal data. We have controls in place to ensure that the information we have is relevant, accurate, and appropriate for the purposes used. If you believe that any data about you is inaccurate, please let us know what you think is wrong with the data. In such instances, if such data is not owned by us, we will let you know that your inquiry should be directed to a third party.

Security

Your information is stored on Civis servers located in the United States. We protect personal data when it is stored or processed by Civis, and we ask third parties acting on our behalf to protect personal data in accordance with this Privacy Policy and to implement comparable data protection and security policies. We use procedural and technical safeguards to protect your personal information against loss or theft as well as unauthorized access and disclosure to protect your privacy. We employ security techniques to protect data from unauthorized access by users inside and outside the company. However, no transmission over the Internet or electronic storage of information is guaranteed to be secure. We therefore urge you to always use caution

when transmitting information over the Internet.

Privacy of Children

We do not knowingly collect personal data from any person we know to be under the age of 13, and we will delete any personal data collected that we later know to be from a person under the age of 13. If you believe a child under the age of 13 has disclosed personal data to us, please contact us at dataprotection@civisanalytics.com and specify the customer and information you believe to be from the child under 13.

Your California Privacy Rights

California's "Shine The Light" law permits California residents to annually request and obtain free of charge information relating to whether a business has disclosed personal data to any third parties for the third parties' direct marketing purposes. Californians who wish to request further information about our compliance with this statute or who have questions, more generally, about our Privacy Policy and our privacy commitments. You should not hesitate to contact us at dataprotection@civisanalytics.com or at 200 W. Monroe St., 22nd Floor, Chicago, IL 60606.

How to Contact Us

If you have any questions regarding our privacy policy, please feel free to contact us. Send an email to us at dataprotection@civisanalytics.com or mail us a letter to our address at 200 W. Monroe St., 22nd Floor, Chicago, IL 60606.