

## **Project Unloaded** **Privacy Policy**

**Last Updated/Effective Date: March 2025**

This Privacy Policy ("Policy") describes and governs the information collection, use, and sharing practices of Project Unloaded, a 501(c)(3) public charity formed under the laws of Delaware ("Project Unloaded," "we," "us," and "our"). This Policy applies to Project Unloaded's practices relating to information that may be used, directly or indirectly, to identify you ("Personal Information") with respect to both your use of the Project Unloaded website at [www.projectunloaded.org](http://www.projectunloaded.org), [yousnug.com](http://yousnug.com), [gunschangethestory.org](http://gunschangethestory.org) any other websites affiliated with us, and any other services that reference this Policy (collectively, the "Services").

Before you use or submit any information through or in connection with the Services, please carefully review this Policy.

Undefined capitalized terms used herein shall have the definitions as set forth in our Terms of Use.

### **1. Information We Collect**

We collect Personal Information in multiple ways, including when you provide Personal Information directly to us, when we passively collect Personal Information from you, or when we receive Personal Information about you from third parties.

#### **Information You Provide Directly to Us**

We may collect Personal Information from you in a variety of ways, such as when you:

- Contact us through our website;
- Upload content in forums or other interactive areas on our website; or
- Otherwise interact or communicate with us, such as via email.

We will collect any Personal Information that you provide to us, which may include, but is not limited to: (i) name; (ii) email address; (iii) mailing address; (iv) phone number; (v) workplace information; and (vi) financial information to facilitate your donations.

#### **Information that Is Passively or Automatically Collected**

##### *i. Device/Usage Information*

We may automatically collect certain information about the computer or devices (including mobile devices or tablets) you use to access the Services, such as through the use of cookies and similar tracking technologies. We may collect and analyze information such as: (a) IP addresses, location information, unique device identifiers, IMEI and TCP/IP address, and other information about your computer or device(s), browser types, browser language, operating system, mobile device carrier information, the state or country from which you accessed the Services; and (b) information related to the ways in which you interact with the Services, such as: referring and exit web pages and URLs, platform type, the number of clicks, domain names, landing pages, pages and content viewed and the order of those pages, statistical information

about the use of the Services, the amount of time spent on particular pages, the date and time you used the Services, the frequency of your use of the Services, error logs, and other similar information.

ii. *Information from Third Parties*

We may also collect information about you or others through non-affiliated third parties. For example, to the extent permitted by law, we may, in our sole discretion, ask for and collect supplemental information from third parties, such as information about your organization's history, information to verify your identity or trustworthiness, or for other fraud or safety protection purposes. We may combine information that we collect from you through the Services with information that we obtain from such third parties and information derived from any other products or services we provide.

If you do not provide us with certain Personal Information, we may not be able to fulfill the requested purpose of collection, such as to respond to your queries or request for customer service or provide our website to you. However, unless otherwise specified, not providing your Personal Information will not result in legal consequences for you. Although the section below describes our primary purpose in collecting your information, in many situations we have more than one purpose. As a result, our collection and processing of your information may be based in different contexts upon your consent, our need to perform a contract, our obligations under law, and/or our general interest in conducting our business.

## **2. How We Use Your Information**

We may use the Personal Information we collect from and about you for the following purposes:

- For the purposes for which you provided it;
- To recognize and authenticate you on the Services;
- To initiate or to provide the features, services and products available through the Services;
- To send you information about your relationship or transactions with us, account alerts, or other communications, such as newsletters to which you have subscribed;
- To contact you with information or surveys that we believe may be of interest to you both regarding our products and Services and those of third parties;
- For marketing and online advertising purposes;
- To process and respond to your inquiries or to request your feedback;
- For internal research and reporting;
- For fundraising and donations purposes, donor outreach, and otherwise furthering Project Unloaded's mission and campaigns;
- To improve the content and features of the Services or develop new Services;
- For internal recruiting purposes;
- With your consent, to call or send you SMS messages regarding your relationship with us or offers or services that may interest you;
- To enforce the legal terms that govern your use of the Services; and
- To administer and troubleshoot the Services.

Please note that we may combine information that we collect from you and about you (including automatically-collected information) with information we obtain about you from our affiliates

and/or non-affiliated third parties, and use such combined information in accordance with this Policy.

We may aggregate and/or de-identify information collected through the Services. We may use de-identified and/or aggregated data for any purpose, including without limitation for research and marketing purposes, and may also share such data with any third parties, including advertisers, promotional partners, and/or others. De-identified, aggregated, or otherwise nonidentifiable information is generally not treated as “Personal Information” under applicable law.

### **3. Social Media**

We are active on social media, including but not limited to, Facebook, Twitter, LinkedIn, Instagram, and Snapchat, among other platforms (“Social Media”). Anything you post on Social Media is public information and will not be treated confidentially. We may post (or re-post) on the website and our Social Media pages any comments or content that you post on our Social Media pages.

The website allows you to connect and share data with Social Media platforms. These features may require us to use cookies, plug-ins, and APIs provided by such Social Media platforms to facilitate those communications and features. The website may use advertising networks and services offered by Social Media platforms to deliver advertising content.

Your use of Social Media is governed by the privacy policies and terms of the providers that own and operate those websites and not by this Policy. We encourage you to review those policies and terms.

### **4. When We Disclose Your Information**

We may disclose the Personal Information described above to third parties described below:

- Consent. We may disclose your information to any third parties based on your consent to do so.
- Service Providers. We may provide access to or disclose your information to select third parties who perform services on our behalf, including without limitation marketing, market research, customer support, data storage, analysis and processing, and legal services.
- Protection of Project Unloaded and Others. Project Unloaded may access, preserve, and disclose your Personal Information you submit or make available for inclusion on the Services, if required to do so by law or in a good faith belief that such access, preservation, or disclosure is permitted by this Policy or reasonably necessary or appropriate for any of the following reasons: (a) to comply with legal process; (b) to enforce this Policy or other contracts with you, including investigation of potential violations thereof; (c) to respond to claims that any content violates the rights of third parties; (d) to respond to your requests for customer service; and/or (e) to protect the rights, property, or personal safety of Project Unloaded, its agents and affiliates, its users, and the public. This includes exchanging information with other companies and organizations for fraud protection, and spam/malware prevention, and similar purposes.
- Organizational Transfers. As we continue to develop our organization, we may acquire, merge or partner with other organizations. In such transactions, (including in

contemplation of such transactions, e.g., due diligence) user information may be among the transferred assets. If any of Project Unloaded's assets are sold or transferred to a third party, customer information (including your email address) would likely be one of the transferred business assets.

- Additional Disclosures. From time to time we disclose your information to our attorneys, banks, auditors, and other professional service providers and advisors in connection with the purposes described above.
- Other Nonprofits and Partners. We may disclose, rent, exchange, or sell (as the term is defined by applicable law) Personal Information to other nonprofit organizations and our partners as a way to further Project Unloaded's mission and campaign, and for raising money to support Project Unloaded, including so that those other nonprofits and partners may send you promotional emails. Where required by applicable law, we will obtain your consent prior to doing so. Please see Section 6 below for more information about how to opt out of this sharing.

## 5. Cookies and Similar Tracking Technologies

In accordance with applicable law, we may use cookies, web beacons, or other tracking technologies (collectively, "**cookies**") on our site. A cookie is a small amount of data that is transferred to visitors' web browsers and/or stored on your device as you are browsing; they are processed and stored by your web browser.

We may use the following types of cookies on our website:

Cookie Type	Description
Behavioral Advertising Cookies	<p>Advertising cookies may be placed by us or third parties to enable third party ad networks to recognize a unique cookie on your computer or mobile device. The information that is collected and shared by these types of cookies may also be linked to the device identifier of the device you are using to allow us to keep track of all the websites you have visited that are associated with the ad network. This information may be used for the purpose of targeting advertisements on our website and third-party sites based on those interests.</p> <p>We use Google Ads to serve ads across various websites. To opt-out of this type of advertising by Google, to customize your ad preferences, or to limit Google's collection or use of such data, visit <a href="#">Google's Safety Center</a> and <a href="#">Google's Ad Settings</a> and follow <a href="#">Google's personalized ad opt-out instructions</a>. Opting out will not affect your use of the website.</p> <p>To change your preferences with respect to certain online ads or to obtain more information about ad networks and online behavioral advertising, visit <a href="#">National Advertising Initiative Consumer opt-out page</a> or the <a href="#">Digital Advertising Alliance Self-Regulatory Program</a>. Changing your settings with individual browsers or ad networks will not necessarily carry over to other browsers or ad networks. As a result, depending on the opt-outs you request, you may still see our ads.</p>

	Opting-out of targeted advertising does not opt you out of all ads, just those targeted to you.
Analytics Cookies	<p>Analytics cookies allow us to understand more about how many visitors we have to our Online Services, how many times they visit us and how many times a user viewed specific pages within our website. Although analytics cookies allow us to gather specific information about the website that you visit and whether you have visited our website multiple times, we cannot use them to find out details such as your name or address.</p> <p>We use Google Analytics on our website. To prevent Google Analytics from using your Personal Information for analytics, you may install the Google Analytics Opt-out Browser Add-on by clicking <a href="#">here</a>. To learn more about how Google uses data, visit <a href="#">Google's Privacy Policy</a> and Google's page on "<a href="#">How Google uses data when you use our partners' sites or apps.</a>" You may download the <a href="#">Google Analytics Opt-out Browser Add-on</a> for each web browser you use, but this does not prevent the use of other analytics tools. To learn more about Google Analytics cookies, visit <a href="#">Google Analytics Cookie Usage on Websites</a>.</p>
Essential Cookies	These are cookies that our website needs in order to function, and that enable you to move around and use the website and features. Without these essential cookies, the website will not perform as smoothly for you as we would like it to and we may not be able to provide the website or certain services or features you request. Examples of where these cookies are used include: to determine when you are signed in, to determine when your account has been inactive, and for other troubleshooting and security purposes.

We may use the information collected through tracking technologies for several reasons, including:

- To make our website easier to use;
- To gather metrics about how users interact with our website; and
- For security reasons.

Notice Concerning Do-Not-Track Signals

Do Not Track ("DNT") is a privacy preference that users can set in certain web browsers. We do not recognize or respond to browser-initiated DNT signals, as the Internet industry is currently still working toward defining exactly what DNT means, what it means to comply with DNT, and a common approach to responding to DNT. You can learn more about Do Not Track [here](#).

**6. Your Choices and Rights**

Depending on where you are located, you may have additional rights, as detailed below.

- **Right to Know and Access.** You may have the right to know and access the Personal Information we have collected about you, including the categories of Personal Information, the business or commercial purpose for collecting and processing your

Personal Information, the categories of third parties to whom we disclose Personal Information, and the categories of Personal Information that may be disclosed to those third parties.

- **Right to Data Portability.** You may have the right to receive the Personal Information we process about you in a format, to the extent technically feasible, that is portable, usable, and allows you to transmit the Personal Information to a person without impediment.
- **Right to Delete.** You may have the right to request the deletion of the Personal Information we have collected about you.
- **Right to Correct.** You may have the right to request the correction of inaccurate or incomplete Personal Information we maintain about you.
- **Right to Opt-Out of Profiling.** You may have the right to opt out of the processing of your Personal Information for profiling in furtherance of decisions that produce legal or similarly significant effects concerning you.
- **Right to Opt-Out of Targeted Advertising or Selling.** We do not “sell” your Personal Information in exchange for money. However, we disclose your Personal Information in exchange for other value when we use behavioral advertising cookies, which has been treated as a “sale” under applicable law. We may “sell” identifiers, commercial information, and inferences derived from that data to third parties, such as advertisers and partners. You may have the right to opt out of the “sale” of your Personal Information as well as the use of your Personal Information for targeted advertising purposes. Note that text messaging originator opt-in data and consent will not be shared or sold with any third parties unless required by law.
- **Withdrawal of Consent.** To the extent that we process your Personal Information, such as sensitive Personal Information or information pertaining to minors under 13, based on your consent, you may withdraw that consent to processing.

If you choose to assert any of these rights under applicable law, we will respond within the time period prescribed by applicable law. Please note that many of the above rights are subject to exceptions and limitations. Your rights and our responses will vary based on your country or territory of residency.

To exercise your rights, please contact us as stated in the “Contact Us” section of this Policy. You also have the right to lodge a complaint with the competent data protection supervisory authority if we have not addressed your questions or concerns about Personal Information.

#### Authorized Agent

In certain jurisdictions, a person authorized to act on your behalf may make a verifiable consumer request related to your Personal Information. If you designate an authorized person to submit requests to exercise certain privacy rights on your behalf, we will require verification that you provided the authorized agent permission to make a request on your behalf. You must provide us with a copy of the signed permission you have given to the authorized agent to submit the request on your behalf and verify your own identity directly with us.

Your verifiable request must: (i) provide sufficient information that allows us to reasonably verify that you are the person about whom we collected Personal Information or an authorized representative; and (ii) describe your request with sufficient detail that allows us to properly

understand, evaluate, and respond to it. We will only use Personal Information provided in a verifiable consumer request to verify the requestor's identity or authority to make the request.

### Communication Preferences

You can unsubscribe from marketing emails by clicking the "unsubscribe" link they contain.

## **7. Transfer**

Our computer systems are currently based in the United States, and your Personal Information will be processed in the United States. Therefore, we and our service providers may transfer your Personal Information to, or store or access it in, jurisdictions that may not provide levels of data protection that are equivalent to those of your home jurisdiction. Where required by applicable law, we will take steps to ensure that your Personal Information receives an adequate level of protection in the jurisdictions in which we process it.

## **8. Children's Privacy**

The Services are intended for general audiences and not for children under the age of 13. In addition, we do not knowingly collect the Personal Information of minors under the age of 13. If we become aware that we have collected Personal Information from children under the age of 13, we will take reasonable steps to delete it as soon as practicable.

## **9. Security**

We take the privacy of your Personal Information seriously. We have implemented administrative, technical, and physical security measures to protect against the loss, misuse, and/or alteration of your Personal Information. These safeguards vary based on the sensitivity of the Personal Information that we collect and store. However, we cannot and do not guarantee that these measures will prevent every unauthorized attempt to access, use, or disclose your information since despite our efforts, no Internet and/or other electronic transmissions can be completely secure. In the event of a breach that we are required by law to inform you of, we may notify you electronically, in writing, or by telephone, if permitted to do so by law. If you have reason to believe that your interaction with us is no longer secure (e.g., if you feel that the security of any account you might have with us has been compromised), please contact us immediately as detailed under the Contact Us section below.

## **10. Data Retention**

We will hold your information for as long as necessary to fulfill the purposes set forth in this Policy or as long as we are legally required or permitted to do so. Information may persist in copies made for backup and business continuity purposes for additional time.

## **11. Third-Party Links and Services**

The Services may contain links to or "frame" third-party websites, applications, and other services. Please be aware that we are not responsible for the privacy practices of such other sites and services. We encourage our users to be aware when they leave our Services and to read the privacy statements of each and every site they visit that collects their information.

## **12. Changes to this Policy**

We will continue to evaluate this Policy as we update and expand the Services and our offerings, and we may make changes to the Policy accordingly. Any changes will be posted

here and you should check this page periodically for updates. If we make material changes to this Policy, we will provide you with notice as required by law. If you do not agree to the changes to this Policy, you must stop using the Services and accessing the website.

### **13. Contact Us**

If you have any questions about this Policy or our privacy practices, you may contact us by emailing us at [info@projectunloaded.org](mailto:info@projectunloaded.org).