

VII PRIVACY POLICY

This Privacy Policy was last modified and is effective as of August 1, 2016.

This Privacy Policy forms part of your legal agreement with The Vision Impact Institute and its affiliated entities (“VII”, “We” or “us”) under VII’s Terms of Use. This Privacy Policy applies to information collected on or through the VII Digital Services to which it is posted. Digital Services include our website, newsletter emails, and social media properties. Please read our Privacy Policy carefully to be sure you understand how VII collects and uses information and under what circumstances VII shares information about you. Capitalized terms not defined herein have the meaning ascribed to them in the Terms of Use.

1. VII Can Modify This Privacy Policy

The Vision Impact Institute reserves the right to modify this Privacy Policy at any time pursuant to the terms and conditions of the Terms of Use. We encourage you to review this Privacy Policy each time you use the Digital Services so you remain aware of the terms and conditions that apply.

2. What Information VII Collects

Anonymous Information: Our Digital Services capture certain non-personal common technical information automatically. This information may include your Internet protocol (IP) address, browser type and computer operating system, device type, application software, time and date you visit or use the Digital Services, and traffic patterns and usage data, such as the pages you access, the address of the website that directed you to the Digital Services or the website you visit when you leave the Digital Services. VII may use this information to understand patterns of site activity, including aggregated user demographics, and to improve the Digital Services so they are more useful for you.

Personal Information: Our Digital Services may also collect certain personally identifiable information (“PII”). The types of PII that may be collected on or through the Digital Services include your first and last name, your status (such as whether you are a consumer, student or journalist), mailing address, email address, title or occupation, and telephone number. Additional PII that may be collected on or through the Digital Services includes, but is not limited to:

- If you are participating in a survey, we may ask your gender and age, income, ethnicity, family size and marital status.
- If you are sharing an article or page of the Digital Services with a third party, the third party email address may also be collected.

Location Information: We may collect information about your location when you access or use the Digital Services. We may collect information regarding your general location using your IP address. If you access or use the Digital Services from a mobile device, we may collect more precise geolocation information from your mobile device. This information may be used to customize certain features of our Digital Services and to provide you with location-based services. This information may also be used to send push notifications, which appear on the display of your mobile device in the form of a badge, alert or banner, and allow mobile applications to send information to your mobile device even when the application is not in use. For information on how to disable geolocation services and/or push notifications on a mobile device, see Section 7 below regarding your Opt-Out Choices.

3. Purposes of PII Collection

We request PII to provide a service or information about The Vision Impact Institute's services and related topics. Examples include subscribing to newsletters, emailing a friend an article from the Digital Services, providing information regarding vision, vision care and vision correction, completing online surveys, or contacting us with questions or comments.

4. Protection of Personal Information VII Collects

Although we cannot promise the use of our Digital Services is completely safe due to the nature of the Internet, VII uses standard security measures. VII urges you to use caution when using the Internet. This includes not sharing your passwords.

The Digital Services may contain periodic surveys, newsletter signups on the website, and/or newsletter signups via monitored social media channels. Please remember that any information disclosed in social media channels becomes public information if not provided to VII directly. Please exercise caution when considering what information you post on social media channels or other public forums. You agree that VII is not responsible for material posted by you or others in these public forums.

5. Sharing of PII

The Vision Impact Institute will not sell, trade, or otherwise transfer to third parties your PII except as described below or unless VII provides advance notice as set out in the Terms of Use:

- **Enforcement of Rights/Security.** VII reserves the right to release PII (i) when VII is under legal compulsion to do so (e.g. we have received a subpoena) or VII otherwise believes that the law requires us to do so, (ii) when VII believes it is necessary to protect and/or enforce the rights, property interests, or safety of VII, our users or others, or (iii) as VII deems necessary to resolve disputes, troubleshoot problems, prevent fraud and otherwise enforce the Privacy Policy and Terms of Use.

- **As Otherwise Allowed by Law.** VII may transfer PII to third parties where we are expressly authorized by applicable law to do so.

6. Parents and Guardians

Our Digital Services are meant for adults. We do not knowingly collect personally identifiable information from children under 13. If you are under the age of 13, you do not have permission to use the Digital Services; do not use the Digital Services or provide any information to VII. If you are a parent or legal guardian and think your child under the age of 13 has given us information, you can [contact us](#) to remove the information.

7. Opt-Out Choices

Emails. You can opt out of receiving future monthly newsletter emails from The Vision Impact by following the unsubscribe procedures indicated in each email. You may also [contact us](#) by email and request to be unsubscribed from our monthly newsletter emails.

Cookies. The Vision Impact Institute uses cookies, which are small data files created by a Web server and stored by your browser, to keep track of and enhance certain user activities on our Digital Services such as logging into your account, making a purchase and other user-specific features. You may block or restrict cookies on your computer or device or purge them from your browser by adjusting your web browser preferences. You should consult the operating instructions that apply to your browser or your mobile device's user guide for instructions on how to configure your setting to meet your preferences. Cookies allow you to take advantage of some features or functions of the Digital Services, so if you block or otherwise reject our cookies, you may not be able to use some features of the Digital Services.

8. Accessing and Updating your PII

You may [contact us](#) to update your PII at any time.

9. Consent of data Transfer of Non-U.S. Residents

If you reside in a country other than the United States, upon providing your PII to The Vision Impact Institute, you will be indicating your explicit consent that the PII you have provided may be transferred to, processed, and stored in the United States.

11. Links to Other Websites

Third Party Websites and Digital Platforms. The Digital Services may contain links to third party sites and digital platforms. The Vision Impact Institute is not responsible for the content or

policies of such sites and platforms and recommends that you review the privacy policy posted on each third party website and digital platform that you visit.

12. Contact the Vision Impact Institute to Ask Questions and Provide Feedback Regarding Privacy

The Vision Impact Institute welcomes your questions, comments, and concerns about privacy. The VII is committed to the resolution of concerns or complaints about your privacy and VII's collection or use of your PII. If you have any questions regarding this Privacy Policy or how we protect your PII, please [contact us](#).