



**cancer.org | 1.800.227.2345**

# Privacy Statement

Last Modified: May 10, 2023

The American Cancer Society, Inc. (“ACS”) values your trust, and we understand the importance of protecting your privacy. We want to make sure that you understand how your information is collected and used by ACS. This privacy statement (“Privacy Statement”) describes what information we collect about you, including when and how we collect it; how we use it; with whom we may share it; and what choices you have regarding our use of your information.

This Privacy Statement applies to all information collected through your communications with ACS, whether electronic, written, or oral; information collected through ACS mobile applications (“Apps”) or ACS websites (“Sites”) that include a link to this Privacy Statement; as well as any other information about you that we may collect offline or receive from third parties (collectively, Apps, Sites, and offline or third-party information are referred to as the “Services”). By accessing our Services or providing your information to us, you accept and agree to the practices described in this Privacy Statement.

This Privacy Statement describes our privacy practices. The links in the table of contents below go straight to more detailed information on that topic.

- [What types of personal information we collect about you](#)
- [How we collect personal information about you](#)
- [How we may use your personal information](#)
- [With whom we may share your personal information](#)
- [Donor Privacy](#)
- [Internet activity information](#)
- [Our data security protections](#)
- [Your privacy rights and choices](#)

- [Notices and disclosures](#)
- [How to contact us](#)
- [Updates to this privacy statement](#)

## What types of personal information we collect about you

When you engage with ACS or visit or use our Services, we collect a variety of information. In general, the type and amount of information we collect on you will depend on how you choose to interact with ACS. For instance, if you are a patient or caregiver contacting us for assistance, we will need different information to assist you than if you are using our website to gather information on cancer-related topics or donate to ACS.

ACS collects information that identifies you as an individual or information which is linked or linkable to you as an individual, collectively referred to throughout this Privacy Statement as “Personal Information.” The specific categories include contact information, demographic information, health information, financial information, social media information, employment information, and internet (web) activity information including information from cookies if you opt-in. These categories are explained further below.

**Contact Information and Preferences.** We may request contact information such as your name, mailing address, telephone number, e-mail address, and your preferences for how you would like to be contacted by ACS. We may also use third-party services to supplement or ensure accuracy of contact information. In the case of media contacts, we use the services of Cision to obtain this information. You can read more about Cision’s privacy practices and exercise your privacy rights with Cision here: <https://gdpr.cision.com/gdpr>.

**Demographic Information.** We may request demographic information such as your gender identity, race or ethnicity, marital status, sexual orientation, geographic location, and/or primary language. We may also use publicly available data or third-party services to supplement this information. We use demographic information to help us understand the populations we serve and to determine how we can better serve people and communities.

**Health Information.** We may request health information such as your type of cancer, date of diagnosis, stage, or current treatment, if applicable, such as when you contact ACS seeking cancer information or requesting support from ACS. If you register to participate in an ACS event, we may ask you about your relationship to cancer so that we can let you know about special activities for caregivers and survivors. This health

information may be transmitted electronically for the uses and/or disclosures described in this Privacy Statement. We may request more detailed information if you enroll in a research study.

**Financial Information.** If you make a donation to ACS or make a retail purchase on an ACS Site, we will collect payment information such as your credit card number to process your transaction. We may also collect the name of your employer if you would like for that company to make a matching donation. We may use a third-party payment service to process payments made through the Services. We will retain your credit card information only for as long as necessary to process the transaction.

**Social Media Information.** We may collect social media identifiers and/or interests or opinions expressed if you engage with us directly on social media platforms.

**Employment Information.** If you apply for employment with us, volunteer your professional services, use our cancer tools for health providers, or participate in professional engagement activities such as [cancer roundtables](#), we may collect employment information including title and organization with whom you work.

**Internet Activity.** We may collect web server traffic activity and browsing history which may be tied to your Internet Protocol address or device type. We use this information to measure engagement on the Sites, effectiveness of our campaigns and to determine areas of interest of our constituency. You can read more about the Internet Activity data we collect below in the [Internet Activity](#) section below.

## How we collect personal information about you

ACS and its service providers may collect Personal Information in a variety of instances. For example, we may collect information about you in the following circumstances:

**Requests for Information and Resources.** ACS's National Cancer Information Center ("NCIC") is available to answer your questions 24/7, 365 days a year. When you contact NCIC or your local ACS office for information and resources, we will collect the Personal Information you provide to assist you and may record your call or maintain a transcript of the chat for training and quality assurance purposes. The information contained in these transcripts will depend on what you voluntarily provide to ACS.

**Patient Support Services.** ACS offers many free or reduced cost programs and services to help cancer patients and their caregivers manage cancer treatment and recovery and find the emotional support they need. For example, ACS provides transportation and lodging assistance to help cancer patients overcome barriers to

treatment. If you contact ACS to utilize these support services, we may ask you for contact and demographic information, as well as information about your referring physician or treatment facility, limited health information such as cancer type and diagnosis date. The specific personal information requests (or degree of specificity required) may vary depending on the type of program/service.

**Site and App Use.** We may collect Personal Information through your use of the Sites and Apps, including ACS's online public forums, discussion boards, or chat rooms. If you become a registered user of a Site or App, we will collect login and profile information and may also collect information about your areas of interest. Please note that any information you post within our public forums will become public and may be read, collected, and used by anyone. Please exercise caution when deciding whether to disclose your Personal Information in public forums.

If you use the ACS CARES App, we will collect the health and demographic information you share to provide information and services tailored to your needs or interests. You are not required to provide sensitive information to use the ACS CARES App.

**Donations.** If you donate to ACS, we will collect Personal Information from you that may include: your name, address, telephone number, and/or e-mail address so that we can send you a receipt and thank you for your donation. We may also collect employer information, if your employer participates in our donor match program or if the fundraiser is being promoted by your employer. We may also collect limited financial information to process your donations.

**Employment or Volunteer Participation.** If you seek employment with ACS or volunteer for ACS, we will collect information related to your role. For instance, we will collect employment history information if you submit a resume to ACS. If you are volunteering to provide peer-to-peer support for cancer patients, we may ask about your demographic information or the languages you speak. Or, if you are volunteering to provide transportation assistance through our Road to Recovery program, we will collect information on your driving history. Depending on your role, we may also request a background check.

**Research Participation.** If you inquire about (or enroll in) an ACS research study, we may collect information from you related to the study or studies, which may include health information. Research participant data is maintained in a secure, restricted environment and is accessed only for research purposes.

**Event Registration.** If you register to participate in an ACS event, such as Relay For Life® or Making Strides Against Breast Cancer®, we may also ask about your relationship to cancer, but you are not required to provide this information to participate.

This information, however, is useful for event purposes and helps us let you know about special activities for caregivers and survivors.

**Health Provider, Health Plan, or Other Referral.** Your healthcare provider, health plan, or other third-party organization may put you in touch with ACS or, with your consent, provide ACS with information to contact you if they believe we have information or resources that can assist you with your care. These referrals may occur by phone, fax, or another referral method. If you are referred to ACS by a third party, we may receive contact and demographic information, as well as limited health information to provide relevant resources to you.

**Service Provider.** If you partner with ACS to provide services, we may collect information such as name, employer, title, and business contact information. We collect this information for the purposes of contacting you about the partnership. If it is necessary for purposes of paying you for services provided, we may also collect bank account information, employer identification number or Social Security number, etc.

**Third-party Fundraising Campaigns, Promotions, or Events.** We may use or interact with third parties to conduct fundraising campaigns, promotions, or events, including online platforms. In these instances, we may receive access to donor reports which includes donor name, contact information, and donation amount. We also may receive your Personal Information if you respond to a cause-related marketing campaign or other promotion benefitting ACS that is conducted by a corporate partner.

**Social Media Interfaces.** If you elect to connect your social media account to your Site account, certain Personal Information from your social media account will be shared with us, which may include Personal Information that is part of your profile or your friends' profiles; in addition, if you log-in to our website using your social media account, use a "like" button or use other social media features while visiting our website, those social media companies may collect information about you. Your interactions with social media companies and the use of their features are governed by their privacy policies.

**Other Sources.** We may receive your Personal Information from other sources, including ACS affiliates that you engage with such as the American Cancer Society Cancer Action Network, Inc. ("ACS CAN," our nonprofit, nonpartisan advocacy affiliate); third-party organizations we collaborate with to provide support services and information to cancer patients and their caregivers; or third-party data sources to supplement the information we collect from you.

## How we may use your personal information

We and our service providers may use Personal Information for the following purposes:

**Mission Delivery and Support Operations.** The collection, use, and disclosure of your Personal Information will be consistent with our mission to eliminate cancer as a major public health problem. These activities include: the direct provision of cancer-related information, patient support programs, and services as well as mission support operations such as data analysis, program improvement, fundraising events, and activities.

If you are referred to ACS through your healthcare provider, health plan, or other third-party, we will use and disclose your Personal Information as necessary, including electronically, to provide you with the assistance, programs or services you have requested, as well as program follow-up and evaluation. For example, if you need lodging assistance related to your treatment, your healthcare provider may provide your information to ACS so that we can evaluate eligibility and availability for placement in one of ACS's Hope Lodge facilities.

**Data Analytics.** We use data to evaluate engagement levels with our Sites and programs. We also perform data analysis and research activities to gain a greater general understanding of cancer, cancer treatment and the related needs of patients and their caregivers. This analysis can help us improve patient experiences, mission delivery, and support. We do not use automated decision-making without human intervention, including profiling, in a way that produces legal effects concerning you or otherwise significantly affects you. When we perform data analytics, we may also use information that has been anonymized or aggregated in a manner that it no longer reveals your specific identity.

**Targeted Fundraising.** We may use certain information (name, address, telephone number or e-mail information, date of birth, gender, dates of service, department of service information, etc.) to contact you for the purpose of raising money for ACS, but any such communication will provide you with the opportunity to opt-out of receiving such future communications. If you reengage with ACS without indicating your intent to opt-out, we will re-subscribe your email to ensure that you do not miss ACS updates. You are free to opt-out of fundraising solicitations and your decision will have no impact on your ability to receive services from ACS.

**Other Business Purposes.** We may use Personal Information for other business purposes, such as conducting audits, fraud monitoring and prevention, data analysis, recordkeeping, developing new services, enhancing, improving, or modifying our programs and our Services, identifying usage trends, determining the effectiveness of fundraising campaigns and mission activities, and updating and expanding our business activities.



**With your consent.** In addition to the other uses described in this section, we may also use your information as you expressly authorize us to do so.

## With whom we may share your personal information

Except for the limited purpose outlined in the [Donor Privacy](#) section below, ACS does not share or sell Personal Information of its constituents. ACS does share Personal Information with its service providers, program volunteers, and other third parties that assist ACS in furtherance of its mission; Personal Information is only shared with these third-parties pursuant to confidentiality requirements. In furtherance of our mission, your Personal Information may be shared with the following categories of third parties: service providers, ACS affiliates, mission collaborators, referring organizations, volunteers, individuals in his whose name you donated, or immediate family members (memorial donations), and others with your consent or as required by law.

**Third-Party Service Providers.** We may need to share Personal Information with third parties that provide operational services on our behalf (such as website hosting, information technology and infrastructure, data analytics, email delivery, order fulfillment, auditing, or other services) or that assist ACS in providing you with support and resources.

**ACS Affiliates.** We may provide your information to affiliated organizations that share a common mission with ACS, such as Brightedge (our venture capital entity), or ACS CAN (our nonpartisan advocacy organization). Use of your information by ACS CAN is governed by ACS CAN's Privacy Statement available at [www.fightcancer.org/privacy\\_policy](http://www.fightcancer.org/privacy_policy).

**Referring Parties.** If you were referred to ACS by your health care provider or other organization, we may also report back to your referring organization regarding your usage of ACS programs and services or to coordinate treatment-related services.

**Mission Collaborators.** We may also collaborate with organizations to provide or improve ACS's services and operations. For example, if you request transportation or lodging assistance, to fulfill your request, we may share your Personal Information with organizations that are working with ACS to provide free or discounted transportation or lodging services to our constituents.

**Volunteers.** We may share limited personal information, such as contact information, with volunteers who are assisting ACS and who require the information as part of their duties. Volunteers who are entrusted with personal information execute confidentiality agreements with ACS prior to receiving any such information.

**Social Media.** If you engage with ACS on a public, social media platform, you may be sharing your Personal Information with your friends associated with your social media account, to other website users, and to your social media account provider, in connection with your social sharing activity. By connecting your ACS account with your social media account, you authorize us to share information with your social media account provider, and you understand that the use of the information we share will be governed by the social media provider's privacy policy. Please note that any information you post within these public forums or social media pages may become public and may be read, collected, and used by anyone. Please exercise caution when deciding whether to disclose your Personal Information in these forums.

**Memorial and Honor Giving.** You may choose to honor someone whose life has been impacted by cancer by making a donation in their name. Once your gift is received and you have requested a notification be sent to the honoree or family, ACS will send a card to the honoree or family acknowledging your gift. The amount of money donated through memorial or honor donations is kept confidential, but the individual (or their immediate family in the case of a memorial donation) may be provided with the name and address of those individuals who have donated in honor of their loved one, whether in the card itself or at the request of the honoree or family.

**Other Uses or Disclosures of Personal Information.** We may also use and disclose your Personal Information as we believe to be necessary or appropriate: (a) to comply with applicable law, which may include laws outside your country of residence, to respond to requests from public and government authorities, which may include authorities outside your country of residence, to cooperate with law enforcement, or for other legal reasons; (b) to enforce our Terms of Use; (c) to protect our rights, privacy, safety or property, and/or that of our affiliates, you or others; and (d) under circumstances we believe appropriate to coordinate treatment related services with your provider or health plan, or for permissible public health purposes such as cancer surveillance. In addition, ACS may use, disclose or transfer your information to a third-party in the event of any reorganization, merger, sale, joint venture, assignment, transfer or other disposition of all or any portion of our organization (including in connection with any bankruptcy or similar proceedings).

**Your Consent.** In addition to the other disclosures described in this section, we may also disclose your information as you expressly authorize us to do so.

## Donor Privacy

ACS shares personal information (including name, contact information, and donation history) in the context of cooperatives managed by third-party vendors [Wiland](#), [Epsilon](#),



and [M+R](#). The personal information provided is used by the third-party vendors to create a score or profile which may then be used to send solicitations on behalf of other organizations. These organizations will not have direct or continued access to your personal information unless you choose to provide it to them directly by responding to an appeal. We do not share health-related data in connection with these efforts. In addition, for the purposes of better stewarding our donors, publicly available biographic and financial information may be appended by third-party providers including [Windfall](#) and [Merkle](#). For questions relating to the third party's collection of publicly available information, email [support@windfall.com](mailto:support@windfall.com) (for Windfall) and email [dpous@merkleinc.com](mailto:dpous@merkleinc.com) (for Merkle).

Sharing excludes text messaging. The data provided by individuals to receive text messages is not shared with third parties for marketing purposes.

**You, as a donor, may have your name excluded from any donor list-sharing activity by submitting a [Data Request Form](#).**

## Internet activity information

ACS may also collect information that does not reveal your specific identity or does not directly relate to an identifiable individual, referred to throughout this Privacy Statement as "Internet Activity Information," including browser and device information, App usage data, Internet Protocol address, and information collected through cookies, pixel tags, and other technologies.

**Browser and Device Information.** Certain information is collected by most browsers or automatically through your device, such as your Media Access Control (MAC) address, computer type (Windows or Mac), screen resolution, operating system name and version, device manufacturer and model, language, Internet browser type and version and the name and version of the Services (such as the App) you are using. We use this information to ensure that the Services function properly.

**ACS App Usage Data.** When you download and use ACS Apps, we and our service providers may track and collect App usage data, such as the date and time your device accesses our servers and what information and files have been downloaded to the App based on your device number.

**Internet Protocol Address.** Your IP address is automatically assigned to your computer by your Internet Service Provider. An IP address may be identified and logged automatically in our server log files whenever a user accesses the Services, along with the time of the visit and the page(s) that were visited. We use IP addresses for

purposes such as calculating usage levels, diagnosing server problems, and administering the Services. We may also derive your approximate location from your IP address.

**Web Server Traffic Pattern Information and Browsing History.** We collect standard web server traffic pattern information and your browsing history. General traffic, Site usage, browser information, and length of stay information are collected and stored in log files.

**Cookies.** We use “cookies,” small files that are sent to your web browser and stored on your computer's hard drive, to enhance your online experience. The cookies collect information about your use of our Services, such as the type of browser you use, your home domain or Internet service provider, your referrer URL (which is the URL for the website that you were viewing prior to visiting the website), how you were directed to the Services, which specific pages you accessed, how long you view each page, the time and date you access our Services and anonymous traffic data. If you do not want information collected using cookies, most browsers allow you to automatically decline cookies or be given the choice of declining or accepting a cookie (or cookies) from a website. You can also reject all but strictly necessary cookies by selecting the “Reject Cookies” option in the banner which appears when you enter the site, or you may choose specific cookies by selecting “Manage Cookies.” You may also wish to refer to <http://www.allaboutcookies.org/manage-cookies/index.html>. If, however, you do not accept cookies, you may experience some inconvenience in your use of the Services.

**Using pixel tags and other similar technologies.** Pixel tags (also known as web beacons and clear GIFs) may be used to, among other things, track the online actions of users of the Services (including email recipients), measure the success of our marketing campaigns and compile statistics about usage of the Services and response rates.

**Targeted Outreach and Advertising.** We may work with third-party service providers to target our advertisements and outreach to you based on your preferences or internet activity information, in certain cases combining data we collect from you through online cookies and other technologies with other de-identified data (such as a hashed, non-readable email or postal address). In addition, we may use third-party service providers to display content-specific advertisements to you after you have left our Sites when you go to other websites. These third-party service providers may use cookies, web beacons, or similar technologies, to tailor advertisements to interests shown by browsing our Sites or other by visiting other websites. We do not control the third-party service providers' tracking technologies or how they may be used. The collection of your information or use of technologies by third-party service providers are subject to those third parties' privacy policies, not ACS's. For more information on these practices or to

learn how to opt-out of receiving targeted advertising from many service providers, please visit <http://optout.aboutads.info/#/> and <http://optout.networkadvertising.org/>.

**Do Not Track.** Some browsers have a “Do Not Track” feature that lets you tell websites that you do not want to have your online activities tracked. We do not currently respond to browser do-not-track signals at this time.

**Analytics.** We use Google Analytics, which uses cookies and similar technologies to collect and analyze information about the use of the Services and report on activities and trends. This service may also collect information regarding the use of other websites, apps, and online resources. You can learn about Google’s practices by going to [www.google.com/policies/privacy/partners/](http://www.google.com/policies/privacy/partners/), and opt-out of them by downloading the Google Analytics opt-out browser add-on, available at <https://tools.google.com/dlpage/gaoptout>.

**Physical Location.** We may collect the approximate physical location of your device by, for example, using satellite, cell phone tower, or Wi-Fi signals. We may use your device’s approximate physical location to provide you with personalized location-based services and content. You may control such collection and/or sharing of your device’s location, but if you do, we may not be able to provide you with the applicable personalized services and content.

**De-Identified or Aggregate Information.** We use De-Identified Information and Aggregate Information for activities including data analysis and research to gain a greater general understanding of cancer, cancer treatment and the related needs of patients and their caregivers. “De-Identified Information” means information where identifiers have been removed so that it does not directly or indirectly identify and cannot reasonably be used to identify an individual. “Aggregate Information” means information about groups or categories of individuals which does not identify and cannot reasonably be used to identify an individual. For example, we may use Aggregate Information to compare the types of services our constituents utilize in one geographic location with another to understand how the two groups are different or similar.

**Uses and Disclosures of Internet Activity Information.** We may use and disclose Other Information for any purpose, except where we are required to do otherwise under applicable law. In certain instances, we may combine Internet Activity Information with Personal Information. If we do this, we will treat the combined information as Personal Information. For example, we may work with data providers to tailor our communications to you, including fundraising and outreach communications, based on your areas of interest and other information about you. To do this, we may place cookies on your browser and combine IP address or browsing history with other de-identified data (such as a hashed, non-readable e-mail or postal address). We may then communicate with

you through mail, email, or other channels.

## Our data security protections

We seek to use reasonable organizational, technical, and administrative measures reasonably designed to secure the information to protect Personal Information within our organization. We incorporate industry standard security controls (like firewalls) and protocols (like SSL/TLS) to create a site that is resistant to standard internet-based threats. Unfortunately, no data transmission or storage system can be guaranteed to be 100% secure. If you have reason to believe that your interaction with us is no longer secure, please immediately notify us in accordance with the “How to Contact Us” section below.

## RETENTION

ACS retains Personal Information that we receive for as long as necessary to fulfill the purpose(s) for which the information was collected, to provide our services and products, to pursue legitimate business purposes, to enforce our agreements, and comply with all applicable laws.

## Your privacy rights and choices

In certain countries and in certain states, such as Colorado, you have specific rights regarding your Personal Information. This section describes your rights and explains how to exercise those rights. Subject to certain limitations (such as our legal obligations), you have the [right to access, to obtain a copy of](#), to correct, [to opt-out of the sale or sharing](#), and [to delete your Personal Information](#). You also can [limit the means or frequency of certain communications](#) and Data Request Form. Please note that when you submit your request, you will receive an email asking you to confirm the submission. If the request is submitted on behalf of another person, please provide sufficient information that allows us to verify you are authorized to make the request.

**To Access/Request a Copy of your Personal Information.** Subject to applicable law, you may have the right to obtain confirmation of the categories of Personal Information ACS maintains about you and/or to request access to and receive a copy of information. **To exercise your privacy rights, please submit a [Data Request Form](#).** In your request, please make clear what Personal Information you would like to review. For your protection, we may need to verify your identity before implementing your request. If you are submitting a request on behalf of someone else, we may ask for additional verification, such as written documentation or other proof of authority. We will try to comply with your request as soon as reasonably practicable, consistent with applicable

law.

**To make such a request, please submit a [Data Request Form](#).**

**To Opt Out of Sharing.** You have the right to opt out of the sharing of your data. ACS shares Personal Information (including name, contact information and donation history) in the context of cooperatives managed by third party vendors [Wiland](#), [Epsilon](#) and [Simio Cloud](#). The personal information provided is used by the third-party vendors to create a score or profile which may then be used to send solicitations on behalf of other organizations. These organizations will not have direct or continued access to your personal information unless you choose to provide it to them directly by responding to an appeal. We do not share health-related data in connection with these efforts.

To exercise this right, please submit a [Data Request Form](#).

**To Request Deletion.** You have the right to request that we delete any of your personal information we collected from you and retained, subject to certain exceptions. Once we receive and confirm your verifiable consumer request, we will delete (and direct our service providers to delete) your personal information from our records, unless an exception applies.

Please note that in cases of deletion, limited personal information will remain to document the request. The right to access Personal Information may be limited by local law. To exercise these rights, please submit a [Data Request Form](#).

**Right to Appeal.** Although ACS makes good faith efforts to comply with privacy rights requests, there may be circumstances in which ACS is unable to provide access, including but not limited to, where the information would compromise others' privacy or other legitimate rights, where the burden or expense of providing access would be disproportionate to the risks to the individual's privacy in the case in question, or where the information is subject to legal privilege.

If you exercise one of your privacy rights and we are unable to process your request, we will endeavor to provide you with an explanation as to why the request was denied. The explanation will include information on how to appeal, including the relevant regulatory authorities, based on your state or country of residence. All requests for appeal will be reviewed by the privacy office ([acs.dpo@cancer.org](mailto:acs.dpo@cancer.org)).

**For California Residents.** California Civil Code Section 1798.83 permits California residents to request certain information regarding our disclosure of Personal Information to third parties for their direct marketing purposes during the preceding calendar year. In

addition, if you are a California resident under the age of eighteen and a registered user of the Services, you may ask us to remove content or information that you have posted to the Sites. To make sure a request, **please submit a [Data Request Form](#)**. We will respond to your request consistent with applicable law. Please note that your request does not ensure complete or comprehensive removal of the content or information, as, for example, your public content may have been reposted by another user. Limited personal information will remain to document the request for deletion.

**Communication Preferences and Restrictions.** We recognize that you may wish to control or limit the ways in which we contact you and/or share your Personal Information, including for fundraising purposes. An “Unsubscribe” button will be provided at the top or bottom of each email marketing communication sent by ACS, so that you may opt out of further email communications. However, we will continue to send transaction-related emails regarding our relationship and the services you have requested. If you later reengage with ACS without indicating your intent to opt-out, we will re-subscribe your email to ensure that you do not miss ACS updates.

ACS offers the following communication options:

1. Do not contact me by postal mail.
2. Do not contact me by telephone.
3. Do not contact me by e-mail.
4. Do not share my contact information with other nonprofit organizations.
5. Do not contact me with fundraising requests supporting ACS.
6. Do not contact me at all.

You may also be able to limit the frequency of postal mail.

To inform us of any desired communications restrictions, please complete our [Opt Out Form](#). If you contact us with an opt-out request, we will honor the request in accordance with timelines set forth in applicable law.

Please note that if you opt-out of receiving e-mails but later reengage with ACS without indicating your intent to opt-out, we will re-subscribe your email to ensure that you do not miss ACS updates. We may also still send you important administrative messages, from which you cannot opt-out.

**Mobile Applications.** You can stop collection of information by mobile applications easily by uninstalling the application. You may use the standard uninstall processes available as part of your mobile device or network. To discontinue the collection of geolocation data within a mobile application, you can modify your privacy settings on your mobile device.



## Notices and disclosures

**Children's Privacy.** ACS does not knowingly request or collect information from any person under 13 years of age without parental consent. If you believe that your child has submitted Personal Information to ACS without your consent and you would like this info restricted or removed, please contact us using one of the methods provided in "How to Contact Us" below.

**Links to Third-Party Websites.** Our Services may contain links to third-party websites, whose privacy practices may be different from ACS's. This Privacy Statement does not address, and we are not responsible for, the privacy, information or other practices of any third parties, including any third-party operating any website or service to which the Services link. Links to other sites do not imply ACS's endorsement of the products or services or privacy or security practices of those websites. In addition, we are not responsible for the information collection, use, disclosure or security policies or practices of other organizations, such as Facebook, Apple, Google, Microsoft, or any other app developer, app provider, social media platform provider, operating system provider, wireless service provider or device manufacturer, including with respect to any Personal Information you disclose to other organizations through or in connection with the Sites or our Social Media Pages.

**Lawful Basis for Processing.** The laws in certain countries and states require us to tell you about the lawful grounds we rely on to collect, use, disclose, and otherwise process your Personal Information. To the extent those laws apply, we have several different lawful bases for processing your Personal Information including: (a) as necessary to provide a service or information you request; (b) to comply with legal obligations; (c) based on your consent, and (d) in support of our legitimate interests, where those interests are not overridden by your fundamental rights and freedoms. In certain cases, we process Personal Information because it furthers our legitimate business and charitable interests. This includes:

- Providing a safe user experience on our Site;
- Customer service;
- Sending communications to you to let you know about what we are doing with your donations and to solicit additional donations;
- Protecting users, our employees, our volunteers, and our property;
- Analyzing and improving our operations (e.g., optimizing the design and operation of our Site); and
- Managing legal issues.

**Jurisdiction and Cross-Border Transfer.** ACS is headquartered in the United States

and has service providers in other countries, and your personal information may be transferred to the United States or other locations outside of your state, province, country, or other location where privacy laws may not be as protective as those in your jurisdiction. In certain circumstances, courts, law enforcement agencies, regulatory agencies, or security authorities may be entitled to access your Personal Information. Where required, data transfers will be made subject to the terms of the applicable Standard Contractual Clauses or with your consent.

**Information on Third Parties.** If you disclose any Personal Information relating to other people to us, you represent that you have the authority to do so and to permit us to use the information in accordance with this Privacy Statement.

## How to contact us

**Privacy Questions and Communication Preferences.** If you have any questions about this Privacy Statement, or if you wish to update or correct your personal profile, change your communication preferences or limit communications, please contact us at:

**Telephone:** 1-800-ACS-2345

**Postal Mail:** American Cancer Society, Inc. ATTN: Security and Privacy Requests 3380 Chastain Meadows Pkwy #200 Kennesaw, GA 30144

**E-mail:** [news@cancer.org](mailto:news@cancer.org)

**Privacy Rights.** If you have questions regarding your privacy rights or would like to appeal a response to your privacy request, you may reach the Data Protection Officer for ACS by sending an email to: [acs.dpo@cancer.org](mailto:acs.dpo@cancer.org)

Subject to applicable law, you may have the right to obtain confirmation regarding whether ACS processes Personal Information about you, request access to your Personal Information, delete your Personal Information remove and/or receive information about the Personal Information that we maintain. **To make such a request, please submit a [Data Request Form](#).**

**Security Breach or Fraud Notification.** If you witness or become aware of any suspected privacy or security breach of ACS constituent data (i.e., mishandling, theft, loss, or improper disclosure of personal information) or potentially fraudulent activity, please call our toll-free hotline at **1-800-539-7202** or [report online](#). The hotline is available 24 hours a day and is managed by an independent organization.

## Updates to this privacy statement

ACS may modify this Privacy Statement at any time. When changes are made, we will update the “last modified” section at the [top of our Privacy Statement](#). Your use of ACS’s Services following these changes means that you accept the revised Privacy Statement.

Last Modified: May 10, 2023

[cancer.org](#) | 1.800.227.2345