

KERN ENTREPRENEURIAL ENGINEERING NETWORK (KEEN) PRIVACY POLICY

Last Updated: December 20, 2017

This Privacy Policy describes the information collected through this web site and the online KEEN platform (“**Platform**”) (together, the “**Site**”) and how that information is used and shared. The Robert D. and Patricia E. Kern Family Foundation, Inc. (“**Kern**,” “**we**,” “**us**,” or “**our**”) and its suppliers may collect or receive the types of information described below in connection with your access to and use of the Site (together, “**Collected Information**”).

By accessing or using the Site or by accepting our Terms of Service, you agree on behalf of yourself and any institution or company that you represent (together, “you”) that you have read and understand this Privacy Policy and that you consent to the collection, use, and sharing of information as discussed below. If you do not agree with this Privacy Policy, do not access or use the Site.

This Privacy Policy is incorporated into and made a part of our Terms of Use and our Terms of Service. We reserve the right to modify this Privacy Policy at any time. All changes will be effective immediately upon posting to the Site and, by accessing or using the Site after changes are posted, you agree to those changes. Material changes will be conspicuously posted on the Site or otherwise communicated to you.

INFORMATION SECURITY

Kern does not guarantee that loss, misuse, or alteration of Collected Information will not occur, but we have security measures in place to help protect against the loss, misuse, and alteration of information under our control. Specifically, on our event registration pages, Secure Socket Layers technology is used to encrypt information passed between your browser and our systems. The storage and communication of information can never be completely secure, so we do not guarantee that communications or other information that you submit or that are otherwise provided to us will be completely secure. If you become

aware of any breach of Site security or this Privacy Policy, please notify us at info@kffdn.org immediately. If our security system is breached, we will notify you of the breach only if and to the extent required under applicable law.

We Collect Personally Identifiable Information and Other Information that You Submit

- Personally identifiable information
- Payment information
- Account and user profile information
- Educational materials and other user-generated content
- Mailing list information
- Event registration information
- Travel preferences

Personally Identifiable Information. You can visit and use the Site without sharing personally identifiable information, but you will be required to provide personally identifiable information in order to register for a Platform account, to use the Platform, and to use other features of the Site. We will collect any personally identifiable information from or about you that you choose to submit to us, which may include your name, email address, physical address, telephone number, and payment information. Specifically, we collect your personally identifiable information: when you create a Platform account, when you populate your Platform user profile, in receiving and fulfilling information requests, when you register for an event using the Platform, when you submit User-Generated Content (as discussed below), and when you respond to communications from us. We will use your personally identifiable information as described below, including to set up your Platform account, to process your event registrations and other requests, to communicate with you in connection with your Platform account, and to provide you with information and communications that you request or that we believe are relevant or may be of interest to you, subject to applicable laws and the terms of this Privacy Policy.

Event Registration Fee Payment Information. Event registration fees must be paid by credit or debit card. All credit and debit card information is provided directly to our PCI-compliant third-party payment processor. Kern does not directly access, handle, or store

your credit or debit card information. To make a purchase, you will need to submit your credit or debit card type, number, expiration date, security code, and billing address. We will maintain a record of the events for which you register using the Platform.

Account and User Profile Information. To create a Platform account you will need to submit your name, your title, your disciplines, the name of the institution with which you are affiliated, and the email address issued to you by that institution. The information you submit when creating an account will be used to populate your user profile. You may populate your user profile with other types of information that you choose to submit, for example, your level of education, your professional associations, your fields of study, your biographical information, and URLs of your LinkedIn, Twitter, or other social media platform pages.

Educational Materials and Other User-Generated Content. The Platform allows you to create, post, transmit, upload, publish, distribute, broadcast, submit, or otherwise provide comments, data, text, images, video, audio, and other content and material via the Platform and to respond to content provided by others (together, “**User-Generated Content**”), for example, by creating or populating the Platform’s Cards or Subnets, uploading files to Cards, contributing to the Platform’s Forums, or populating your user profile. “User-Generated Content” includes any Materials that you may provide pursuant to the [KEEN Materials License Agreement](#) (as that term is defined therein). You are responsible for all User-Generated Content that you provide using the Platform. User-Generated Content that you provide is posted on the Site at your own risk. We cannot guarantee that submitted User-Generated Content will not be viewed by unauthorized persons. You understand that, even after removal, copies of User-Generated Content that you have submitted may remain viewable in cached and archived pages and may have been copied or stored by other Site users. For information on submitting User-Generated Content, please review our [KEEN Platform Terms of Service](#). Kern may use and disclose User-Generated Content as described in the [KEEN Platform Terms of Service](#).

Mailing List Information. If you sign up or otherwise opt in to receive promotions or other emails from us, you will need to submit your name and email address. We will use this information to provide you with promotional and other electronic communications. You may opt out of receiving emails from us at any time by following the unsubscribe instructions

contained in the applicable email. We may use third-party email providers to deliver these communications to you. If you have a Platform account you may opt out of receiving emails related to Forums, Subnets, and other Platform pages that you follow by selecting that option, where available, on the Platform.

Invitations to Join KEEN and to Collaborate on KEEN Platform Cards. If you choose to invite another person to create an account on the Platform or to collaborate on a Platform Card that you have authored, we will ask you for that person's name and email address. We will automatically send that person a one-time email inviting him or her to create an account on the Platform or to collaborate on the Card. We will store this information for purposes of sending this one-time email and tracking Platform and Card collaboration invitations.

Event Registration Information. Information required for event registration may vary by event and will be disclosed at the point of registration. Required fields may include, in addition to the personally identifiable information listed above, the institution or other organization with which you are affiliated, your title, your academic discipline, your preferred first name (badge name), emergency contact name, relationship to you, and telephone number, and dietary restriction information. We also request that you upload a photograph of yourself during event registration. Kern and its suppliers may use, exhibit, display, modify, and create derivative works of that image for purposes of creating an event name badge for you and for internal purposes.

Travel Preferences. If you elect for Kern to make your travel arrangements for any event (where that option is applicable and available), we will collect the information that you submit, which may include personally identifiable information of the types listed above, your gender, your frequent flier account numbers, your Transportation Security Administration (TSA) or other traveler number, your preferred airline, your preferred outbound and return departure dates and times, and other travel-related personal preferences (e.g., preferred airport; seat location; special accommodations). We will share this information with our travel agents for purposes of making your travel arrangements.

HOW WE COLLECT INFORMATION

- Platform account activity and user profile data
- Data collected by the servers used to operate the Site (e.g., IP addresses)
- Data collected by cookies
- Data collected by analytics services
- Data collected by single sign-on functionalities
- Data collected by social media platforms and embedded content

Platform Account Activity and User Profile Data. We will collect information on how you use the Platform and your Platform account, for example, which Entrepreneurial Mindset (EM) training materials you have completed, which users follow your user profile, which users you follow, which Subnets you have subscribed to, and which Cards you collaborate on or author. We will make this information available to other Platform users by, for example, posting badges on and otherwise populating your Platform user profile.

IP Addresses and Related Data. The servers used to operate and provide the Site may collect data pertaining to you and the equipment, software, and communication methods you use to access the Internet and the Site, including Internet protocol (“IP”) addresses assigned to the computer from where you access the Internet, your Internet service provider (ISP), your device ID number, your approximate geographic location, your browser type, the pages you access on the Site, the web sites you access before and after visiting the Site, the length of time you spend on the Site, date and time stamps, and clickstream data. Kern may use this information to administer the Site and its servers, to generate statistical information, to monitor and analyze Site traffic and usage patterns, to monitor and prevent fraud, to investigate complaints and violations of our policies, and to improve the Site’s content and the products, services, materials, and other content that we describe or make available through the Site. We may combine this information with personally identifiable information, other Collected Information, and information obtained from third parties for security reasons. The suppliers that we use to provide the Site may collect information about your visits to the Site and other web sites.

Cookies. The Site automatically uses cookies to track Site use and to facilitate and enhance the user experience on the Site. Due to this automatic collection, we do not honor

“do not track” requests. **“Cookies”** are small pieces of information that are stored on your computer’s hard drive by your browser. The Site may use both cookies that we implement and cookies implemented by our suppliers and other third parties. We use cookies to track how you access and use the Site, to learn when and how users visit the Site, to learn how popular Site pages are and aren’t, to learn which search terms are used to find the Site, and to learn which web sites direct you to the Site. We also use cookies to help display certain information on the Site and to improve your enjoyment of the Site, for example, by remembering your contact and other information when you access or use the Site. Most browsers automatically accept cookies. You can disable this function, but disabling cookies may impact your use and enjoyment of the Site. Our Site suppliers may use cookies and other tracking technologies to track Site visitors across the Internet to understand how you get to the Site.

Google Analytics. The Site uses Google Analytics, a web analysis service provided by Google Inc., to collect information about your use of the Site, which information your web browser automatically sends to Google. This information includes the URLs of the web sites that you visit and your IP address. Google may also set cookies or read preexisting cookies. This information is stored on Google’s servers. Google uses this information to provide us with reports about Site traffic and your visits to the Site (for example, the domain from which you access the Internet, the web address of the web site from which you linked to the Site, and the date and time of your visit to the web sites that you view and click through). We will use this data to improve the Site’s structure and content. Google may use this data in accordance with its Privacy Policy, which is located at <http://www.google.com/policies/privacy>. For more information on how Google uses your data, visit <http://www.google.com/policies/privacy/partners>. You may opt out of our use of Google Analytics by visiting the Google Analytics opt-out web site at <http://tools.google.com/dlpage/gaoptout> and installing the Google Analytics Opt-Out Browser Add-On. Please remember that you will need to opt out for each browser you use. Opting out and otherwise refusing cookies will also limit the collection of analytics data from your use of the Site.

Single Sign-On. You may log into your Platform account and link your Platform account with your LinkedIn and Google+ accounts by providing your log-in information for those

third-party services via the Platform. If you choose to use any single sign-on feature or to link your Platform account with your LinkedIn or Google+ accounts, Kern may access, handle, and store any content and other information that you have provided through LinkedIn or Google+ and make that information available on the Platform. These single sign-on features may require us to implement cookies, plug-ins, and application protocol interfaces (APIs) provided by those social media platforms to facilitate those communications and features. We do not and cannot control any policies or terms of any third-party service, including LinkedIn and Google+. All information you have provided to LinkedIn or Google+ is subject to the applicable privacy policy: see LinkedIn's Privacy Policy at <https://www.linkedin.com/legal/privacy-policy> and Google's privacy policy at <http://www.google.com/policies/privacy/>.

Social Media. The Site may allow you to connect and share information with various social media platforms, for example, Twitter, LinkedIn, and Google+. These features may require us to implement cookies, plug-ins, and APIs provided by those social media platforms to facilitate those communications and features. We may share information that you provide us or that we may collect about your use of the Site with those platforms and that information will be subject to their privacy policies. We encourage you to review those platforms' privacy policies: Twitter's Privacy Policy at <https://twitter.com/privacy?lang=en>; LinkedIn's Privacy Policy at <https://www.linkedin.com/legal/privacy-policy>; and Google's privacy policy at <http://www.google.com/policies/privacy/>. In addition, by choosing to use any third-party social media platform or choosing to share content or communications with any social media platform, you allow us to share information with the designated social media platform. We cannot control any policies or terms of such third party platform. As a result, we cannot be responsible for any use of your information or content by a third party platform, which you use at your own risk.

The Site may also use the advertising services and networks offered by those social media platforms to deliver advertising content. Use of these services requires social media platforms to implement cookies or pixel tags to deliver ads to you while you are logged into the platform. If you do not wish a social media platform to collect information relating to you via the Site, we suggest that you: (a) hide social media platform plug-ins using an ad blocker; (b) always log off completely from the social media platform before visiting other

web sites and delete all related cookies; and, (c) where the option made available by the social media platform, disable the advertising services and networks operated by that platform. For example, you may opt out of Twitter's interest-based advertising by notifying Twitter through one of the methods it describes online: <https://support.twitter.com/articles/20170405>.

Kern is active on social media, including Facebook, YouTube, Pinterest, Instagram, Google+, and LinkedIn. You have the opportunity to comment on those social media platforms regarding Kern and the products and services we offer. Kern reserves the rights to post on its web sites and social media pages any comments or content that you post on our social media pages.

Embedded Content. The Site incorporates content, including feeds scripts embedded in the Site's code as well as visible content (for example, videos) provided by third parties. In some cases, those third parties collect data about how you interact with their content. For example, YouTube may collect or otherwise have access to usage data on videos embedded on the Site as described in YouTube's privacy policy (<https://www.google.com/policies/privacy>) and LinkedIn may collect or otherwise have access to usage data on materials embedded on the Site as described in LinkedIn's Privacy Policy (<https://www.linkedin.com/legal/privacy-policy>).

HOW WE USE AND SHARE COLLECTED INFORMATION

In addition to the uses described above, Kern and its suppliers may use and share Collected Information as described below. We will not sell, rent, or share Collected Information except as disclosed in this Privacy Policy or as permitted by applicable law.

- We use Collected Information for the purpose for which it was collected.
- We use Collected Information to populate Platform user profiles and other Platform pages.
- We use Collected Information to communicate with you.

- We share Collected Information with the suppliers that provide us with services in connection with the Site.
- We aggregate Collected Information to create anonymous data on Site users.
- We use Collected Information to evaluate and improve the Site.
- We use and share Collected Information in connection with legal proceedings or to protect our rights.
- We share Collected Information if Kern undergoes a change in control.

Purpose Collected. We will use your personally identifiable information for the purpose for which it was collected, for example, to process your purchases, to communicate with you in connection with your Platform account and User-Generated Content, and to provide you with information and communications that you request. If you register for an account on the Platform, we will use Collected Information to communicate with you regarding your account. If you purchase event tickets through the Platform, we will use Collected Information to communicate with you regarding that purchase. If you contact us for support or assistance in using the Site, we may use Collected Information to determine whether or not your system meets the minimum requirements needed to access and use the Site and otherwise to contact you regarding your request.

Population of Platform User Profiles and Other Platform Pages. We will make certain Collected Information available to other Platform users in the course of populating your user profile, publishing Cards and Subnets, and otherwise making the Platform available to its users. For example, your user profile will contain your name, email address, and, if provided, telephone number. Also, if you have indicated that you are affiliated with an institution or other entity and the Site or Platform has a page dedicated to that entity (e.g., a “partner page”), then we may include your name and links to your user profile and Cards on that page.

Communication With You. We may use Collected Information to notify you of changes made to the Site (for example, changes to our [Terms of Use](#), our [Terms of Service](#), and this Privacy Policy), to send you promotional materials and other information, to respond to your questions and comments, and to otherwise communicate with you. If you register for a

Platform account, we will use Collected Information to communicate with you regarding your account. If you provide us with your telephone number, we may call you at that telephone number in response to your questions or your Platform account. If you contact us for support or assistance in using the Site, we may use Collected Information to determine whether or not your system meets the minimum requirements needed to access and use the Site.

Sharing Collected Information with Our Suppliers. We may share Collected Information with our Site management and hosting suppliers, payment processors, marketing and public relations service providers, email service suppliers, travel agents, and other suppliers as necessary for us to provide the Site and our products and services to you and as may otherwise be permitted by applicable law. These suppliers include Eventbrite, our event registration software provider and payment processor. Eventbrite may use Collected Information as described in its privacy policy, which is located at <https://www.eventbrite.com/privacypolicy>. We require our suppliers to comply with all applicable data privacy laws and regulations. Our suppliers are authorized to and may use and disclose Collected Information as necessary for them to provide the applicable services to us.

Aggregate Data. We may aggregate personally identifiable information and other Collected Information to create anonymous aggregate data on Site users, which describes users as a group but does not reveal the identity of individual users. We may use aggregate data to understand Site users' needs, to determine Site user demographics and usage patterns, to determine what kinds of products and services we can provide, and to improve and enrich our products, our services, and the Site.

Site Evaluation and Improvement. We may use Collected Information: to analyze, develop, and improve the content, materials, products, and services that we make available through the Site and the Site's functionality; to inform marketing and communication plans and strategies; to evaluate user needs and customize Site content, promotional emails, and your browsing experience; and for other legitimate and lawful business purposes.

Security and Protection of Rights. We may use Collected Information and share it with third parties to the extent permitted by applicable law, including in the event of a subpoena, court order, or law enforcement request. Kern will use Collected Information and share it with third parties if we believe doing so is necessary to operate the Site or to

protect our rights or the rights of others, including disclosing information necessary to identify, contact, or bring legal action in the event of a violation of our contracts, terms, or policies.

Business Transactions. All Collected Information is exclusively the property of Kern but, if Kern undergoes a change in control, acquisition, merger, reorganization, or asset sale, all information owned by or in the control of Kern may be transferred or sold to the successor of the transaction. That successor will be bound by this Privacy Policy as it applies to that information.

Third-Party Web Sites

The Site may link to, or be linked to, web sites not maintained or controlled by Kern. Kern is not responsible for the privacy policies or practices of any third parties or any third-party web sites. This Privacy Policy does not apply to any third-party web sites or to any personally identifiable or other information that you may provide to third parties. You should read the privacy policy for each web site that you visit.

HOW TO ACCESS YOUR PERSONALLY IDENTIFIABLE INFORMATION

You can access or update your personal identifiable information as it exists in our records by logging into your Platform account and updating your information, if applicable, or by contacting us at info@kffdn.org.

Access by Children

The Site is not directed at children under 13 years of age. Kern does not knowingly collect or use information from children under 13 through the Site.

Site Access From Outside the United States

If you are visiting the Site from outside the United States, please be aware that Collected Information may be transferred to, stored in, and processed in the United States (where our and our suppliers' servers and databases are located and operated). The data protection and related laws and regulations of the United States might not be as comprehensive as those in the country from which you are accessing the Site.

Contact Us

If you have any questions or concerns regarding this Privacy Policy, contact us at by email at info@kffdn.org, by telephone at 262.968.6838, or by mail at The Kern Family Foundation, W305 S4239 Brookhill Road, Waukesha, Wisconsin 53189.