

## PRIVACY POLICY

The Statue of Liberty-Ellis Island Foundation, Inc. (“SOLEIF,” “we” or “us” or “our”), understands your concerns about privacy and how your information is used and safeguarded, and we want to provide you with more information on these topics. This Privacy Policy (the “Privacy Policy”) describes the practices, policies and procedures related to the website located at [www.statueofliberty.org](http://www.statueofliberty.org), all other websites to which this Privacy Policy is linked, and our Kiosks and systems located on both Liberty and Ellis Islands (collectively, the “Platform”), including the types of personal information we collect on the Platform, how we may use that information, and with whom we share it. Please note that this Privacy Policy applies only to our online information-gathering and dissemination practices via the Platform and does not apply to any of our practices conducted offline.

By visiting the platform, you consent to our using any personally identifiable information that you provide to us or that we collect in accordance with the terms of this privacy policy. If you do not agree to this policy, please do not visit or use the platform. We may update this privacy policy from time to time, so please check this privacy policy periodically for changes.

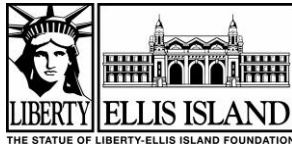
### Summary

The notifications provided by this Privacy Policy include:

- What personally identifiable information we collect through the Platform.
- How we use the information we collect.
- With whom the information may be shared.
- The kind of procedures we employ in an effort to hinder the unauthorized access, use or disclosure of information you provide to us.
- Information related to third-party websites.
- The laws that apply to those accessing the Platform
- How you can learn about changes to the Privacy Policy
- How you can amend the information we collect on you
- Rights related to the European Union’s General Data Protection Regulation

### Personal Information You Provide and How It Is Used

You are not required to provide any personally identifiable information in order to gain access to the public, non-password protected portion of the Platform. You are free to visit the Platform to learn more about us and what we do without entering any personally identifiable information. However, to obtain access to the password protected portion of the Platform and to use certain features provided by SOLEIF (“Services”), you will be required to register as a user and create a



user profile, and other features; other features also require that you provide us with some personally identifying information (such as name, address, email address, telephone number, and/or credit/debit card information) and other information (including general demographic information) that you voluntarily provide to us, as more particularly described below. Except for the forms we provide to transmit such information, please do not send sensitive, personal or confidential information to us directly through the Platform, or by email to any of the contact email addresses listed on the Platform. Please note that for United States residents, we only collect personal information directly from you when you provide it to us (please see the GDPR caveats below).

Examples of instances in which we may collect personal information include:

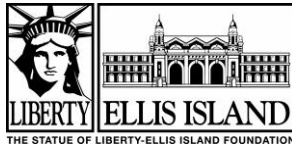
*User Profile:* During registration, you will be prompted to provide information including your name, address, email address, and phone number. When establishing membership status, you may be prompted to provide additional information such as credit card information and billing address.

*User Submissions:* Certain interactive elements (“Interactive Pages”) on the Platform permit the submission of information and content by users, and the hosting, sharing and publishing of such user content, including, but not limited to, posting annotations, posting photos for The American Flag of Faces® exhibit, The American Immigrant Wall of Honor® information and creating your own Family History. Such content, including any information, text, graphics, audio, images, and links you submit is referred to as “Submissions”. We urge you to be cautious when making Submissions as information, statements, data, and content such as images or videos that you include in your Submissions might, or are likely to, reveal your gender, ethnic origin, nationality, age, and/or other personal information about you. You acknowledge that all Submissions to the Platform are voluntary on your part. You agree and acknowledge that upon uploading, posting or submitting your Submissions on the Platform, such Submissions shall be considered non-confidential information and users may use any ideas or information included therein. Please note that “removal” of Submissions means only that it will not be visible to other users via the Platform, except for those Submissions that have already been viewed by other users and retained by them on their respective devices.

*User Interaction:* Certain features on the Platform provide you an opportunity to share content and information with others, including through email notifications or invitations to the Platform. We are not responsible for any of your communications using such features and for any information you choose to include therein.

*Kiosks:* If you opt to use our Kiosks, you may be asked to provide certain personally identifying information in order for us to provide you with the information you are seeking.

*Donate;* If you make a donation through the Platform via “donate” button, you will be asked to provide certain personally identifying information, such as your phone number, name and home address, as well as your credit card billing information, in order to process the donation. Unless you opt to donate to us on a monthly basis, the credit card information that you provide at the



time of donation is used only to process your donation and will not be stored or used for any other purpose. Please note that we work with third parties to host and administer the shop, and to process your payment transactions, and any information you share may also be shared with such third parties.

*Online Store:* If you opt to buy an item from our online store, we will ask you to provide certain personally identifying information, such as your name and home address, as well as your credit card billing information, in order to process the transaction. The credit card information that you provide will only be used only to process your online-purchase transaction and will not be stored or used for any other purpose. Please note that this store is hosted and managed by a third party on our behalf, and therefore such third party will have access to any information that you provide.

*Polls; Surveys:* We may conduct polls and surveys either directly or through third parties. Your selection may be random, or it may be based on your non-personally identifiable information, such as geographic location, etc. Your participation in a poll or survey is voluntary. SOLEIF or its third-party contractors may target some advertisements or incentives to you based on the polls or surveys results. If the delivery of incentives requires your contact information, you may be asked to provide personally identifiable information to the third-party provider fulfilling the incentive offer, which will only be used for the purpose of delivering incentives and/or verifying your contact information. Taking advantage of such incentive and providing such information is voluntary and at your sole discretion.

*Career Opportunities:* If you opt to learn more and/or apply to any of our career opportunities, you will need to submit certain personally identifying information about yourself.

*Contact Us:* If you contact us through the contact form option on the Platform, we will ask that you provide your name and email address, and you will have the option to provide additional information in your communication with us. We will use the information you provide to contact you back and to respond to your inquiries.

*Information You Share:* Certain interactive pages on the Platform provide you with an opportunity to make Submissions and share your information with others. When you use such interactive pages you should be aware that any information you include is made publicly available to others and can be read, collected or used by them.

*Email List:* Please note that whenever you communicate with us, whether via your registration, “contact us” forms or other methods, the information we collect from you (e.g., name, address, email address) will be added to our electronic mailing lists.

## **Non-Personal Information We Collect by Automated Means And How We Use It**

We collect certain information by automated means when you visit the Platform. Much of this



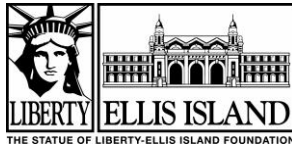
information is collected through the use of third-party tracking services, which includes Google Analytics. The information collected may include usage information, such as the numbers and frequency of users to the Platform, pages visited, web browsing histories, social networking activities and similar data. For example, we automatically gather the number and frequency of visitors to this site. This collective, aggregated data helps us determine how much our visitors use parts of the Platform, and do internal research on our users' demographics, interests, and behavior to better understand and serve you. When gathered, this data is used in the aggregate, and not in a manner that is intended to identify you personally. This type of aggregate information may be shared with third parties at any time. In addition to the third-party tracking services mentioned above, we also collect this information through various other means, including "cookies," "web beacons", IP addresses and other means, as further explained below.

*Cookies and Web Beacons:* Like most websites, we utilize "cookies" and "web beacons" to, among other things, track usage and trends, allow you to navigate quickly through our Platform, facilitate the login processes, allow you to personalize your experience, store your settings and improve the quality of our Platform. We also use cookies to collect Platform usage information, which helps us improve our Platform experiences by measuring which areas are of greatest interest to users. Further, we may use cookies and cookie-equivalent technologies to increase the security of the Platform. We do not store unencrypted personally identifiable information in the cookies.

Cookies are small strings of data that are sent by the Platform to your browser and then stored by your browser on your computer, mobile phone, or other device, and allow us to recognize you as a user when you return to the Platform using the same device and web browser. Most web browsers automatically accept cookies, but it is possible to change your browser setup or apply other means so that it does not accept cookies. However, rejecting cookies may prevent you from taking advantage of certain portions of the Platform.

We use both "persistent" and "session" cookies. Persistent cookies are set once you have logged into the Platform and will allow us to recognize you as an existing user the next time you access such that you will not need to log-in before you use the features and services. However, regardless of the placement of a persistent cookie on your computer, in order to access or change any private information in your account or to use certain Interactive Pages of the Platform, you may be required to use your log-in credentials. Session cookies are used to identify a particular visit to the Platform and expire after the elapse of a set period or when you close your web browser. We may use different technologies to place such cookies.

Web beacons are very small images or small pieces of data embedded in images, also known as "pixel tags," "GIFs," or "clear GIFs," that can recognize cookies, the time and date a page is viewed, a description of the page where the pixel tag is placed, and similar information from a computer or device.



Cookies, web beacons and other technical methods may involve the transmission of information either directly to us or to another party authorized by us to collect information on our behalf. Cookies and web beacons do not personally identify SOLEIF users.

We may authorize third parties to place or recognize a unique cookie on your browser to serve you with advertisements or to optimize the Platform. Any information provided to third parties through such cookies will not include personally identifiable information but rather only aggregated anonymous information (e.g. your geographic location) to enhance your user experience by providing you with more relevant advertising.

Most browsers will tell you how to stop accepting new cookies, how to be notified when you receive a new cookie, and how to disable existing cookies. Please note, however, that without cookies you may not be able to take full advantage of all the features on our Platform. Our cookies do not gather personally identifiable information.

*Log files, IP Addresses, Java Script, Analytics and other Tracking Information:* Adoption of communications standards on the internet and our use of standard analytical tools such as Google Analytics result in or may lead to the automatic receipt and tracking of (i) the URL of the website from which you came and the website to which you are going when you leave the Platform; (ii) the internet protocol (“IP”) address of your computer (or the proxy server you use to access the World Wide Web); (iii) your computer operating system and type of web browser you are using; (iv) email patterns; (v) your mobile device (including your UDID) and mobile operating system (if you are accessing the Platform using a mobile device), (vi) your ISP or your mobile carrier’s name.

Additionally, advertisers may receive the URL of the page you were on when you click on an ad on the Platform. The link between your IP address and your personally identifiable information is not shared with third parties without your permission.

## **Do Not Track Notice**

Some web browsers incorporate a “Do Not Track” feature that signals to websites that you visit that you do not want to have your online activity tracked. How browsers communicate and respond to the Do Not Track signal is not yet uniform. For this reason, like many web websites, the Platform does not currently respond to or alter its practices when it receives a Do Not Track signal. Please note that third parties may collect personal information about your online activities over time and across different websites when you visit our Platform or other online websites and services. To find out more about “Do Not Track,” you may wish to visit <http://www.allaboutdnt.com>.

## **Your Use of Personal Information**

Certain Services available on the Platform are designed specifically to collect data that is linked to the personally identifiable information such as creating a Family History, The American



Immigrant Wall of Honor® and The American Flag of Faces®. SOLEIF's users may use this information in any manner they choose to accomplish their own goals and missions.

## **Use of Your Personal Information**

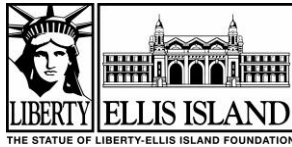
We collect, retain and use personally identifiable information or other information you provide to us via the Platform for business purposes only, including without limitation in the following ways: (a) to qualify you as a registered user with access to the password-protected portion of the Platform; (b) to provide Services to registered users and to otherwise operate the Platform; (c) to respond to an inquiry from you or address a request submitted by you (including contacting you directly to request additional information to process your inquiry or request; (d) to contact you and provide you with information regarding SOLIEF; (e) to notify you about your accounts or transactions with us and to otherwise contact you with information we believe is of interest to you; (f) to correspond with you about our features or services or special offers related thereto; (g) to facilitate the payment of any fees necessary to access the Services; (h) to enhance or develop the Platform, and the features and services; (i) to monitor the usage of the Platform and any services and features offered; (j) to provide third parties with aggregate anonymous non-personal information about our user base and usage patterns; (k) to personalize the features and services and, if relevant, to provide advertising that you and others see based on your characteristics or preferences; (l) to comply with applicable laws, regulations and rules, and requests of relevant regulatory and law enforcement and/or other governmental agencies; (m) to enforce our TOU; and/or (n) to protect the rights, property, or safety of SOLEIF, our personnel, users, and others.

We may use the email address you provide to us to send you notifications, updates, newsletters or information regarding our Platform and any features or services.

## **Sharing of Personal Information by SOLEIF**

Except as otherwise stated herein, we do not sell or rent your personally identifiable information to third parties. We may share your personally identifiable information only with our third-party service providers to provide you with the features and services on the Platform. For example, we may hire or collaborate with third party contractors to help manage emails, and for that purpose we may provide them with your email address and certain other information in order for them to send you email messages on our behalf. Similarly, we may hire contractors to host or operate some of our websites and related computers and software applications. Access to your personally identifiable information by these contractors is limited to the information reasonably necessary to perform their limited function for us. We also require that these contractors protect the privacy of your personally identifiable information in a manner consistent with this Privacy Policy, and not use or disclose your personally identifiable information for any purpose other than providing us with products or services for which we contracted them. We may also allow third parties to place advertisements on the Platform.

We may share aggregate anonymous statistical non-personal information regarding the users of the Platform, traffic patterns, and Platform usage with our sponsors, patrons, or advertisers.



Additionally, we may periodically exchange member and/or supporter postal mailing lists with other organizations, who similarly provide us with their mailing lists. Mailing list exchanges provides the SOLEIF with a cost effective way to potentially expand our membership base by obtaining the names and addresses of other likely donors. Please note that we do not exchange or rent email addresses. If you prefer that we do not exchange your name and postal address, please email us at [ContactUs@libertyellisfoundation.org](mailto:ContactUs@libertyellisfoundation.org) with “do not exchange” in the subject line of the email, or call us at (212) 561-4500 and let us know that you do not want your name and address shared. In every case we will do our best to promptly respond to your request.

### **Storage Personal Information**

Your personally identifiable information is stored and processed in the United States. By using the Platform or any of our features and services, you consent to the transfer of your personally identifiable information outside of your country of residence.

### **How We Attempt to Safeguard Your Information**

We maintain – and ask that any third-party partners who may store information on our behalf to maintain – administrative, technical and physical safeguards for the Platform designed to protect your personal information against theft, loss, misuse or unauthorized access, disclosure, alteration or destruction of the personal information that we collect from you. However, no website, application or transmission can guarantee security. Thus, while we have established and maintain what we believe to be reasonable procedures to protect the confidentiality, security, and integrity of personally identifying information obtained through the Platform and we strive to protect your personal information, we cannot ensure or warrant the security of any information you transmit to us.

### **Children’s Privacy**

The public portion of the Platform is open to non-registered users. The non-public, password protected portion of the Platform and the Services are open only to registered users who must be 13 years of age or older. We do not knowingly collect personal information from or allow any Submissions or purchases by children under 13 years of age. If you are under the age of 13 (or otherwise under the applicable age limit of your country), please do not submit any personally identifiable information to us. You may rely on your parent or guardian to assist you. Parents or legal guardians may contact us to ask if we have collected their child’s personal information, to review such information, if any, and request that we stop collecting this information and have it deleted. Such requests should be made in writing to [Contact Us Form](#) and are subject to SOLEIF’s right to verify to our satisfaction that the request has in fact been made by the child’s parent or legal guardian. If we learn that we have collected personally identifiable information from a child without the consent of a parent or guardian, we will take all reasonable steps to delete the personally identifiable information in the absence of contrary written instruction from such parent or guardian.





### **Third Party Platform; Advertisements**

The Platform may contain links to third party websites that allow users the ability to download or access software or content. Please note that we have no affiliation with any of these other parties and/or websites, and cannot control and are not responsible for the information collection, use, and disclosure practices of such third parties; we encourage you to review and understand their privacy practices and policies, if any, before using providing any personally identifying information to them or initiating any financial transactions. You should be aware that if you voluntarily disclose personally identifiable information in your communications with third parties linked from on the SOLEIF Platform or in other materials, that information, along with any other information disclosed in your communication, can be collected and used by such third parties and may result in your receiving unsolicited messages from other persons. We are not responsible for the content or information of these websites, or any other use of the linked website.

### **California Privacy Rights**

California Law permits our users who are California residents to request certain information regarding our disclosure of personal information to third parties for their own direct marketing purposes. SOLEIF does not share your information with third parties for the third parties' own and independent direct marketing purposes, and will not do that unless we receive your permission. To make inquiries about our sharing practices or your rights under California law, please write to us at:

The Statue of Liberty-Ellis Island Foundation, Inc., 17 Battery Place, Suite 324, New York, NY 10004

### **Questions and Contact Information**

If you have any questions or concerns about this Privacy Policy or your rights, please use our [Contact Us Form](#), call 212-561-4500 or send your questions or concerns in writing to:

The Statue of Liberty-Ellis Island Foundation, Inc., Customer Service, 17 Battery Place, Suite 324, New York, NY 10004.

### **Privacy Policy Revisions**

We reserve the right to revise this Privacy Policy at any time by updating this posting. Please check back regularly and to see if there have been any changes to this policy, which you can determine by reviewing the Effective Date listed below. By continuing to use the Platform after those changes become effective, you agree to be bound by the revised Privacy Policy.





## **SPECIAL NOTICE TO EUROPEAN UNION AREA, SWITZERLAND AND UNITED KINGDOM USERS**

The following provisions applies only to users residing in the European Union Area, Switzerland and the United Kingdom.

Please note, pursuant to the European Union General Data Protection Regulation (“GDPR”), we are required to provide those residing in the European Union, Switzerland and the United Kingdom (hereinafter, the “EU Users”) additional information and rights related to the Personal Data we collect about them. We summarize such information and rights below.

For the purposes of this GDPR Privacy Notice section, “Personal Data” means any information relating to an identified or identifiable person.

### **Purpose For Information Collection**

As noted in this Privacy Policy, you may visit our Platform without being required to provide us with any Personal Data. However, should you decide to provide such information, the information we collect will be used to meet your requests, or to provide you with the applicable information or service requested, and as further described herein.

### **Legal Grounds For Processing Personal Data**

SOLEIF will process personal data that we receive from EU Users on the ground that it is in our legitimate interest for the effective administration of the Platform, to fulfill and/or address your requests, or to provide certain services.

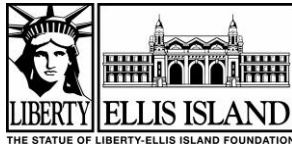
### **Sharing Your Personal Data**

We may share your Personal Data as further described in this Privacy Policy.

### **Your Information and Your Choices; Withdrawal of Consent**

GDPR provides EU Users with additional rights in respect to the Personal Data we hold about you, including:

- **The right of access**  
If you ask us, we will confirm whether we are processing your Personal Data and, if necessary, provide you with a copy of that Personal Data (along with certain other details).
- **Your right to correction (rectification)**  
If the Personal Data we hold about you is inaccurate or incomplete, you are entitled to request to have it corrected.



- **Your right to erasure**  
You can ask us to delete or remove your Personal Data in some circumstances, such as where we no longer need it or if you withdraw your consent (where applicable).
- **Your right to data portability**  
You have the right, in certain circumstances, to receive a copy of Personal Data we have obtained from you or otherwise collected.
- **Your right to withdraw consent**  
If we rely on your consent (or explicit consent) as our legal basis for processing your Personal Data, you have the right to withdraw that consent at any time.
- **Your right to lodge a complaint with the supervisory authority**  
If you have a concern about any aspect of our privacy practices, including the way we have handled your Personal Data, you can report it to the relevant supervisory authority.

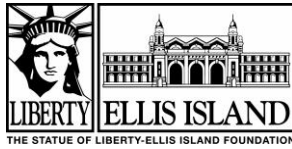
Upon appropriate written request we will update or amend your Personal Data, but we reserve the right to use any information previously obtained to verify your identity or take other actions that we believe are appropriate and lawful. You may access, correct, or request deletion of your Personal Data – or request that we stop any processing of your Personal Data - by contacting us at the address listed above. We will respond to your request within a reasonable timeframe. Certain requests – like being removed from our e-newsletter mailing list – can also be accomplished via our unsubscribe links.

We may need to retain certain information for record keeping purposes, and there may also be residual information that will remain within our databases and other records, which will not be removed from such locations. Additionally, there may be circumstances in which we are not legally required to comply with your request because of the laws in your jurisdiction or because of exemptions provided in data protection legislation in general, and GDPR in particular. Finally, we are not responsible for removing or deleting information from the databases of third parties (such as service providers) with whom we have shared information about you, but we will make the request on your behalf for such removal/deletion.

## **Data Retention**

We will retain your information for as long as needed to provide you services, or otherwise as is reasonable and customary given the nature of the relationship you have with SOLEIF. We may need to retain certain information for record keeping purposes, and there may also be residual information that will remain within our databases and other records, which will not be removed from such locations. Otherwise, we will retain and use your information as necessary to comply with our legal obligations, operate/promote our Platform, and to foster our relationship with our users. We have a data retention and destruction plan that dictates the policies and procedures related to deletion and/or destruction of all information/data.

## **Children's Privacy/Note To Parents Of Children Residing In The European Union, Switzerland and the United Kingdom**



We do not intentionally or knowingly collect, use, or disclose personally identifiable information about EU Visitors to our Platform that are less than 16 years of age. If a child under the age of 16 submits information to us through any part of the Platform and SOLEIF becomes aware that the user submitting the information is under the age of 16, the information provided will be deleted as soon as it is discovered and not used for any purpose. If you are the parent or guardian of a child under 16 years of age and believe that they have disclosed personally identifiable information to us, please contact us, and please include in your message the same name and email address that you believe your child submitted, if applicable.

### **How To Contact Us**

SOLEIF, Inc., (the Data Controller) is the owner and operator of the Platform. If you need to contact us for any reason related to this Privacy Policy or your use of the Platform, please contact us at the following address:

The Statue of Liberty-Ellis Island Foundation, Inc.  
17 Battery Place, Suite 324  
New York, NY 10004-3507

### **PRIVACY POLICY EFFECTIVE DATE**

This Privacy Policy is effective as of August 1, 2022.