



## My ALZ Journey APP PRIVACY POLICY

*Effective as of October 7, 2024*

*Last updated October 7, 2024*

### INTRODUCTION

The Alzheimer's Disease and Related Disorders Association, Inc. d/b/a Alzheimer's Association and its affiliates (collectively, "AA," "we," "our," or "us") respect the privacy of your information. This Privacy Policy is designed to assist you in understanding how we collect, use, share, and safeguard your information. This Privacy Policy applies to individuals who access our My ALZ Journey mobile application ("App") and any of our online and, where required, offline services provided through our App (collectively, "Services"). For information regarding our web-based operations, please see our Security and Privacy Policy.

From time to time, we may change this Privacy Policy. If we do, we will post an amended version on this webpage. Please review this Privacy Policy periodically.

This Privacy Policy covers the following topics:

- 1. PERSONAL DATA WE COLLECT**
- 2. HOW WE USE YOUR PERSONAL DATA**
- 3. HOW WE SHARE YOUR PERSONAL DATA**
- 4. COOKIES AND OTHER TRACKING TECHNOLOGIES**
- 5. UNIVERSAL OPT-OUT MECHANISMS**
- 6. SECURITY**
- 7. THIRD-PARTY LINKS**
- 8. CHILDREN'S PRIVACY**
- 9. YOUR STATE PRIVACY RIGHTS AND ADDITIONAL DISCLOSURES**
- 10. NOTICE TO CALIFORNIA RESIDENTS**
- 11. ACCESSIBILITY**
- 12. HOW TO CONTACT US**

## 1. PERSONAL DATA WE COLLECT

We collect personal data from you through your use of the App and Services. Personal data is information that is linked or reasonably linkable to an identified or identifiable individual. We collect the following types of personal data:

### Personal Data You Provide

Depending on how you interact with our App and Services, we will collect the following personal data that you voluntarily provide to us for the following purposes:

- *Create a Profile.* If you create a profile on the App, you will provide us with your role (person living with dementia / care partner), age of diagnosis (under 65 / 65 or older) and ZIP Code.
- *Find Local Support.* If you use the App to find local support, you will provide us with your ZIP Code.
- *Contact Us.* If you contact us through the App, you will provide us with your email address and any information that you choose to provide in your message.

### Personal Data as You Navigate Our App

We automatically collect certain personal data through your use of our App and our use of analytics and tracking technologies, such as the following:

- *Usage Information.* For example, the screens on the App you access, the frequency of access, and what you tap or click on within the App.
- *Device Information.* For example, hardware model, operating system, and application version number.
- *Mobile Device Information.* Aggregated information about whether the App is accessed via a mobile device or tablet, the device type, and the carrier.
- *Location Information.* Location information from App visitors on a city-regional basis.

For more information, see our “**COOKIES AND OTHER TRACKING TECHNOLOGIES**” section below.

### HOW WE USE YOUR PERSONAL DATA

In addition to the purposes stated above, we may use all the personal data we collect in accordance with applicable law such as to:



- Maintain and improve our App and Services;
- Protect the security and integrity of our App and Services;
- Investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person, or violations of our [Terms of Use](#), and to otherwise fulfill our legal obligations;
- Monitor compliance with and enforce this Privacy Policy and any applicable agreements and policies;
- Defend our legal rights and the rights of others;
- Fulfill any other purposes for which you provide it;
- For any purpose that is reasonably necessary to or compatible with the original purpose for which we collected the personal data as disclosed to you; and
- Comply with applicable law.

## **2. HOW WE SHARE YOUR PERSONAL DATA**

We may share the personal data that we collect about you in the following ways:

- With vendors who perform data or App-related services on our behalf (e.g., email, hosting, maintenance, backup, analysis, etc.);
- To the extent that we are required to do so by law;
- With vendors to prepare, deploy and analyze advertising content;
- In connection with any legal proceedings or prospective legal proceedings;
- To establish, exercise, or defend our or a third party's legal rights, including providing information to others for the purposes of fraud prevention;
- With any person who we reasonably believe may apply to a court or other competent authority for disclosure of that personal data where, in our reasonable opinion, such court or authority would be reasonably likely to order disclosure of that personal data;
- With any other person or entity as part of any business or asset sale, equity transaction, merger, acquisition, bankruptcy, liquidation, or similar proceeding, or in preparation for any of these events;
- With any other person or entity where you consent to the disclosure; and



- For any other purpose disclosed by us when you provide the personal data or for any other purpose we deem necessary, including to protect the health or safety of others.

### **3. COOKIES AND OTHER TRACKING TECHNOLOGIES**

#### **How We Use Cookies**

Like many other companies, we use cookies and other tracking technologies (collectively, "Cookies"). Cookies are small files of information that are stored by your mobile or other devices (e.g., smartphones or tablets).

We use Cookies to:

- Estimate audience size and usage patterns;
- Understand and save your preferences for future visits, allowing us to customize the App and Services to your individual needs;
- Advertise new content and services that relate to your interests; Compile aggregate data about App interactions to resolve issues and offer better App experiences and tools in the future; and
- Recognize when you return to the App.

We set some Cookies ourselves, while separate entities set other Cookies. We use Cookies other entities to provide us with useful information to help us improve our App and Services, to conduct advertising, and to analyze the effectiveness of advertising.

**This app auto accepts cookies for alz.org when you are linked to educational material on the website.**

#### **How You Can Opt Out of Cookies**

##### *Advertising Industry Resources*

You can understand which entities have currently enabled Cookies for your mobile device and how to opt out of some of those Cookies by accessing the [Network Advertising Initiative's website](#) or the [Digital Advertising Alliance's website](#). For more information on mobile specific opt-out choices, visit the [Network Advertising Initiative's Mobile Choices website](#).

Please note these opt-out mechanisms are specific to the device on which they are exercised. Therefore, you will need to opt out on every device that you use.

#### **Google Analytics**



We use Google Analytics, a web analytics service provided by Google, Inc. Google Analytics uses Cookies to help us analyze how users interact with the App and Services, compile reports on their activity, and provide other services related to their activity and usage. The technologies used by Google may collect information such as your IP address, time of visit, whether you are a returning visitor, and any referring website. The information generated by Google Analytics will be transmitted to and stored by Google and will be subject to Google's [privacy policies](#). To learn more about Google's partner services and to learn how to opt out of tracking analytics by Google, click [here](#).

#### **4. UNIVERSAL OPT-OUT MECHANISMS**

The Global Privacy Control ("GPC") signal does not work with mobile applications and, therefore, the App does not currently recognize the GPC signal. For more information and to download and use a browser supporting the GPC browser signal, click [here](#): <https://globalprivacycontrol.org/orgs>. If you choose to use the GPC signal, you will need to turn it on for each supported browser or browser extension you use.

Some internet browsers incorporate a "Do Not Track" feature that signals to websites you visit that you do not want to have your online activity tracked. Given that there is not a uniform way that browsers communicate the "Do Not Track" signal, the App does not currently interpret, respond to or alter its practices when it receives "Do Not Track" signals.

#### **5. SECURITY**

We maintain commercially reasonable security measures to protect the personal data we collect and store from loss, misuse, destruction, or unauthorized access. However, no security measure or modality of data transmission over the Internet is 100% secure. Although we strive to use commercially acceptable means to protect your personal data, we cannot guarantee absolute security.

#### **6. THIRD-PARTY LINKS**

The App may contain links that will let you leave the App and access a third-party website. Linked websites are not under our control. We accept no responsibility or liability for these other websites.

#### **7. CHILDREN'S PRIVACY**

The App and Services are not intended for children under 18 years of age. We do not knowingly collect, use, or disclose personal data from children under 18 .

#### **8. YOUR STATE PRIVACY RIGHTS AND ADDITIONAL DISCLOSURES**

Depending on the state in which you reside, you may have certain privacy rights regarding your personal data. If you are a California resident, please see our "**NOTICE TO CALIFORNIA RESIDENTS**" section below. For other state residents, your privacy rights may include (if applicable):

- The right to confirm whether or not we are processing your personal data and to access such personal data and the categories of personal data we are processing or have processed;
- The right to obtain a copy of your personal data that we collected from and/or about you in a portable and, to the extent technically feasible, readily usable format that allows you to transmit the information to another controller without hindrance, where the processing is carried out by automated means;
- The right, at our option, to obtain a list of specific third parties, other than natural persons, to which we have disclosed your personal data or any personal data;
- The right to obtain a list of categories of third parties to which we have disclosed your personal data;
- The right to delete personal data that we collected from and/or about you, subject to certain exceptions;
- The right to correct inaccurate personal data that we maintain about you, subject to certain exceptions;
- The right, if applicable, to opt out of the processing of your personal data for purposes of (1) targeted advertising; (2) the “sale” of your personal data (as that term is defined by applicable law); and (3) profiling in furtherance of decisions that produce legal or similarly significant effects concerning you;
- If we are required by applicable law to obtain your consent to process sensitive personal data, the right to withdraw your consent; and
- The right not to receive discriminatory treatment by us for the exercise of your privacy rights.

We use cookies and other tracking technologies to display advertisements about our products to you on nonaffiliated websites, applications, and online services. This is “targeted advertising” under applicable privacy laws. When we engage in those activities, we sell personal data (i.e., information from cookies) to third-party advertisers and analytics companies. We do not use personal data for profiling in furtherance of decisions that produce legal or similarly significant effects concerning individuals.

To exercise your rights, please submit a request via email at [alzconnected@alz.org](mailto:alzconnected@alz.org). If legally required, we will comply with your request upon verification of your identity and, to the extent applicable, the identity of the individual on whose behalf you are making such request. To do so, we will ask you to verify data points based on information we have in our records. If you are submitting an opt-out request on behalf of another individual, please use the same contact methods described above. We will process authorized agent requests in accordance with applicable law. If we refuse to take action regarding your request, you may appeal our decision by emailing us at [alzconnected@alz.org](mailto:alzconnected@alz.org).



## **9. NOTICE TO CALIFORNIA RESIDENTS**

### **Shine the Light Law**

We do not disclose personal information obtained through our App or Services to third parties for their direct marketing purposes. Accordingly, we have no obligations under California Civil Code § 1798.83.

## **10. ACCESSIBILITY**

We are committed to ensuring this Privacy Policy is accessible to individuals with disabilities. If you wish to access this Privacy Policy in an alternative format, please contact us as described below.

## **11. How to CONTACT Us**

To contact us for questions or concerns about our privacy policies or practices, please email us at [data-privacy-officer@alz.org](mailto:data-privacy-officer@alz.org).