

## **Privacy Policy**

This privacy policy is intended to assist you in understanding what information we gather about you when you visit this website, how we use that information, and the safeguards we have in place for the information.

This privacy policy (this “**Policy**”) applies to the information collected by Kappa Kappa Gamma, the Kappa Kappa Gamma Foundation, the Fraternity Housing Corporation, and our affiliates (collectively, “**Kappa**”) through our website ([kappakappagamma.org](http://kappakappagamma.org)) and other means, such as through our social media pages and our communications with you. “Social Media Pages” are the official pages we operate on Facebook, Twitter, Instagram, Pinterest, LinkedIn, and other social media platforms.

### **INFORMATION WE COLLECT ONLINE**

#### **1. General Browsing:**

Kappa gathers navigational information about places visited on our website and information about the technical efficiencies of our website and services (i.e., time to connect to our website, time to download pages, etc.) as well as your location if you agree to share it. This information allows us to see which areas of our website are most visited and helps us to better understand our website visitors’ experiences. With this navigational information, we can improve the quality of our website by recognizing and delivering more of the features, areas and services our visitors prefer. In the process of gathering navigational information, we may also collect device and browser information (e.g., domain type, browser version, service provider and IP address), which will provide information regarding a visitor’s use of our website (e.g., the time of a visitor's last visit to a page on our site). For more about our use of cookies, see [Cookies](#).

#### **2. Collection of Personal Information:**

Kappa may collect information directly from you, from third parties we partner with, or through automated means. Kappa may ask you to provide personal information online when using various services on this website, including, for example, when you update a Kappa profile, make a donation, pay per capita dues, register for an event or access online education courses.

Categories of information collected online include name, chapter affiliation, date pledged, date of birth, date initiated, mailing address, email address, order information, preferences, committees, leadership positions, community involvement, awards, family information, medical and emergency contact information, and education information. We use this information in order to provide you with the goods or services you are purchasing through the website. You may also choose to provide us with other information, such as your parents’ permanent mailing address, telephone number, job category or title, and graduation year. We retain this information as long as reasonably necessary to provide our services to you.

Kappa may also collect your information when you sign up to receive text messages. For more information about our texting services, see [Text Messages](#).

Kappa works with third parties who provide services to us, like analytics or marketing. These third parties share information they have collected with us. For example, we use Google Analytics to understand how visitors engage with our website. Users may opt out of data collection via Google analytics [here](#). Your information may also be collected and processed by third parties, such as the payment providers you select, who will process your information independently in accordance with their own privacy notices. Your information may also be shared with us by others, such as your friends and family. If someone else has provided us with your information, we will only process your information for the applicable purpose(s) as described below in [How We Use and Share Information We Collect Online](#).

Social media platforms share information, which is typically aggregated and doesn't include personal data, with Kappa. You can learn more about how social media platforms collect and use your information by reviewing their privacy notices and settings.

#### HOW WE USE AND SHARE INFORMATION WE COLLECT ONLINE

Kappa uses the personal information we collect from you to: (i) process donations and dues payments; (ii) update your Kappa profile or membership information; (iii) maintain Kappa Kappa Gamma directories; (iv) provide the website to you and troubleshoot technical issues you may experience; (v) provide you with member communications; (vi) communicate with you by email, telephone or mail; (vii) evaluate volunteer and job applications; (viii) process your registration for events; (ix) provide members with benefits provided by Kappa partner third parties; and (x) comply with the law or legal orders. If you provide us with your address, other members, chapters and alumnae associations may be able to locate you on the website unless you update your preferences to restrict that information from being shared.

When you update a Kappa profile, any such information you provide will be added to a database. The information in this database is used to maintain contact with you and to update Kappa Kappa Gamma directories. We maintain profile information indefinitely unless you request that we delete such information. If you would prefer that we do not publish your contact information in the directories or if you would like for us to remove your contact information from our directories, please call us at 866-KKG-1870. If you are a resident of the European Union, we will not publish your information outside your region in the directories by default unless you expressly tell us you would like us to do so.

We use third parties to help us provide services to you. These services include operating our website(s), monitoring site activity, operating our database, providing geolocation services, assuring proper use of our trademarks, processing donations and dues payments, providing insurance coverage and services, sending text messages and other member communications,

and maintaining our database. We may provide your personal information to these third parties in order to help us provide services to you.

We may disclose specific information about you if required by law or based on our good faith belief that such disclosure is necessary to conform or comply with the law or is necessary to protect the users of our website, Kappa, or the public.

Please understand that if you choose to opt out of communications, you may not receive essential communications from Kappa and its affiliate entities.

#### **AFFILIATE ENTITIES**

Kappa also shares personal information with its affiliate entities, the Kappa Kappa Gamma Foundation, Kappa Kappa Gamma Fraternity Housing Corporation, and processes that personal data in order to carry out tasks related to our essential business activities. This may include the sharing of your information with chapters, alumna associations, House Corporations and similar affiliate entities when deemed appropriate. This process and data sharing provides members with essential membership benefits and opportunities, including access to Kappa scholarships and financial aid, and access to Kappa housing opportunities. Kappa Kappa Gamma is not responsible for the misuse of member data after it is shared with an affiliate entity.

#### **UPDATING YOUR KAPPA PROFILE**

We prefer to keep all the information in your Kappa profile accurate and updated. To do this, we provide you with the opportunity to update or modify your Kappa profile by logging in to your account.

#### **PRIVACY REQUESTS**

You can request the following at any time by contacting us via the email address or phone number given on the website:

- See what personal information we have about you if any.
- Change/correct any personal information we have about you.
- Request deletion of certain contact information we have retained within our systems.
- Express any concern you have about our use of your personal information.

All personal data kept and stored is governed by state and federal law. Modifications and deletions are subject those regulations first and foremost.

#### **USE OF MEMBERSHIP LISTS AND CONTACT INFORMATION**

Member data is searchable by region through “Find a Kappa.” Member data that is discoverable through Find a Kappa includes: name, date of birth, initiation, date, a member uploaded photo, chapter, university, home phone number, cell phone number, email, mailing address, affiliated alumna association, member provided career information, awards and committee participation (past and current).

You have an option to not be discoverable through Find a Kappa through your profile settings. Discoverability is limited by country/region.

### *Membership Lists*

Per the Fraternity *Policies*, membership lists and member contact information available through the Kappa Kappa Gamma website, (e.g., names, emails, phone numbers, and mailing addresses) are for the use of collegiate and alumna members of Kappa Kappa Gamma only in conducting the Fraternity business and shall not be used in non-Fraternity business or furnished to or used by anyone outside of the Fraternity. Any solicitations of business, non-Fraternity philanthropic contributions, or political contributions are prohibited unless authorized by Fraternity Council. Questions regarding the use of such lists shall be referred to Kappa Kappa Gamma Headquarters

In addition, membership lists may be provided by the Fraternity related to approved financial drives/campaigns per the Fraternity *Policies*.

Kappa Kappa Gamma also provides select membership lists to vendors that provide the organization with essential services, such as its insurance provider, for purposes of maintaining its business insurance.

### **LINKS TO OTHER WEBSITES AND SERVICES**

We have developed relationships with other companies to provide products and services that we think will be of interest to you. Links on this website will allow you to access information about these companies. For the linked sites, this Policy does not apply to the information those sites collect. So, for example, if you choose to use the services of one of these linked sites, you will be providing your information directly to the company on the linked site and the terms of their privacy policy will apply. These linked sites are separate from any website integrations we utilize.

Kappa is not responsible for the privacy practices, advertising, products or content of such linked websites. We encourage you to review the separate privacy policies of each site you visit.

### **INTERNATIONAL VISITORS**

If you are visiting Kappa from a location outside of the U.S., your connection will be through and to servers located in the U.S. All information you provide to Kappa will be maintained in our servers and/or internal systems located within the U.S. and protected, stored and shared as explained in this Policy.

### **COOKIES**

Kappa uses a browser feature known as a cookie. A cookie is a small data file that is stored by your web browser on your computer. Cookies are typically stored on your computer's hard drive and are used by Kappa to help with the login process on our website. If you don't want to receive cookies, you can change your browsers to notify you when cookies are sent and then

refuse cookies from certain websites (or altogether). You can also clear or disable cookies from your browser. If you choose to clear or disable cookies, some website functionality will be lost.

### **USE OF GOOGLE ANALYTICS**

We use Google Analytics to understand how visitors engage with our website, including collecting information about demographics. Because of this, your web browser automatically sends certain information to Google. Google Analytics collects first-party cookies, data related to the device/browser, IP address (when collecting data, Google Analytics 4 does not log or store IP addresses), and on-site/app activities to measure and report statistics about user interactions on the websites and/or apps that use Google Analytics. Customers may customize cookies and the data collected with features like cookie settings, User-ID, Data Import, and Measurement Protocol. Users may opt out of data collection via Google analytics [here](#).

### **PRIVACY OF CHILDREN ON OUR WEBSITE**

To ensure compliance with federal law, Kappa does not knowingly collect or maintain information provided online by children under the age of 13. If you are under the age of 13, you do not have permission to use this website.

### **TEXT MESSAGES**

By consenting to Kappa's text messaging service, you agree to receive text messages from and on behalf of Kappa through your wireless provider to the mobile number you provided, even if your mobile number is registered on any state or federal do not call list. You understand that you do not have to sign up for this program in order to make any purchases or use our services, and your consent is not a condition of membership with Kappa. Your participation in this program is completely voluntary.

We do not charge for the texting service, but you are responsible for all charges and fees associated with text messaging imposed by your wireless provider. Message frequency varies. Message and data rates may apply. Check your mobile plan and contact your wireless provider for details. You are solely responsible for all charges related to text messages, including charges from your wireless provider.

You may opt out of the text messaging service at any time. Text the single keyword command STOP to 567-235-2772. You will receive a one-time opt-out confirmation text message. No further messages will be sent to your mobile device unless initiated by you. We may change any shortcode or telephone number we use to operate the text messaging service at any time and will notify you of these changes. You acknowledge that any messages, including any stop or help requests, you send to a shortcode or telephone number we have changed may not be received and we will not be responsible for honoring requests made in such messages.

You agree to provide us with a valid mobile number. If you get a new mobile number, you will need to sign up for the program with your new number. To the extent permitted by applicable law, you agree that we will not be liable for failed, delayed, or misdirected delivery of any



information sent through the text messaging service, any errors in such information, and/or any action you may or may not take in reliance on the information or text messaging service.

#### **UPDATES TO THIS PRIVACY POLICY**

As we continue to offer our visitors new and different types of content and services, Kappa may modify our information collection, use or disclosure practices. Should there be a material change to our information collection, use or disclosure practices, we will update this Policy.

#### **QUESTIONS OR CONCERNS**

If you have additional questions or would like more information on this topic, please contact us by phone at 866-KKG-1870 or by mail at:

Kappa Kappa Gamma  
6640 Riverside Drive, Suite 200  
Dublin, Ohio 43017

#### **SECURITY STATEMENT**

Kappa has implemented the following security measures to protect the information we have collected on our website: use of technologies and policies such as limited access to data centers, firewall technology, and limitations of administrative access to our systems. We designed Kappa to accept donations and pay per capita dues payments and registrations only from web browsers that permit communication through Secure Socket Layer (SSL) technology, which protects the information as it is being transmitted to and from Kappa. Although we use measures to protect your personal information, in general, information transmitted through the Internet may not be completely secure. Accordingly, we cannot guarantee the security of information provided over the Internet or stored in our databases. Your transmissions are, therefore, at your own risk.

This privacy policy is effective April 5, 2024.