

#WhyVote Privacy Notice

FCB Health, a division of FCB Worldwide, Inc. (“**FCB**” or “**we**” or “**us**”) respects your concerns about privacy. This Privacy Notice describes the types of personal information we collect on www.whyvote.site (the “**Site**”), how we may use the information and with whom we may share it. This notice also describes the measures we take to safeguard the personal information and how users can contact us about our privacy practices.

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Information We Obtain

We may obtain certain personal information about you on the Site or via a feature on the Site, such as your name, email address, photograph, video, and/or “WhyVote” story if you choose to submit such information to create content using the selfie poster tool accessed on or via the Site (the “**Saved Content**”). In the event you access and use the selfie poster tool on a third party hosted website to create the Saved Content, the third party website will have its own privacy policy that governs its collection and use of your Saved Content, however please note that a copy of the Saved Content will be shared with us by such third party hosted website. The use by FCB of such Saved Content will be in accordance with this Privacy Policy.

In addition, when you visit the Site, we may obtain certain information by automated means, such as cookies. The information collected in this manner may include IP addresses, operating systems type, browser type, domain and other system settings. By collecting this information, we learn how to best tailor this Site to our visitors.

A “cookie” is a text file that websites send to a visitor’s computer or other Internet-connected device to uniquely identify the visitor’s browser or to store information or settings in the browser. Through these automated collection methods, we obtain “clickstream data,” specifically the message a visitor clicks on to overlap to the Saved Content. As the visitor clicks through the website, a record of the action may be collected and stored. Your browser may tell you how to be notified when you receive certain types of cookies or how to restrict or disable certain types of cookies. Please note, however, that without cookies you may not be able to

use all of the features of our website. Our Site is not designed to respond to “do not track” signals received from browsers.

We may use third-party web analytics services on our Site, such as those of Google Analytics. These services help us analyze how users use the Site. The information collected for this purpose (including your IP address and other information collected by automated means) will be disclosed to or collected directly by these service providers. To learn about opting out of Google Analytics, you may visit <http://tools.google.com/dlpage/gaoptout>.

The providers of other third-party plug-ins on our Site, such as social sharing tools, may use automated means to collect information regarding your use of the Site and your interactions with the plug-ins. This information is subject to the privacy policies or notices of the plug-in providers and is not subject to this Privacy Notice. We are not responsible for these providers’ information practices.

How We Use The Information We Obtain

We may use the photograph/video you provide as included in the Saved Content (which may include your “WhyVote” story) or separately in connection with our efforts to promote the WhyVote campaign or for other lawful purposes as set forth in the Site’s Terms of Use (“**Terms of Use**”), including, but not limited to, by featuring your photograph/video or the Saved Content on websites of organizations involved in the WhyVote campaign (including our Site and FCB’s other websites), and in posts on the social media accounts of the organizations involved in the WhyVote campaign.

In addition, we may use the information you provide to:

- Operate, evaluate and improve our business (including enhancing and improving our services, performing data analytics, and performing other internal functions);
- Protect against, identify and prevent fraud and other unlawful activity, claims and other liabilities; and
- Comply with applicable legal requirements, industry standards and our own policies and terms.

We also may use the information in other ways as set forth in the Terms of Use.

We may use information obtained online through cookies and other automated means for purposes such as customizing our visitors’ visits to the Site and understanding the manner in which our visitors browse the Site. We also use this information to help diagnose technical and service problems, to administer the Site, to identify visitors to the Site and to gather demographic information about our visitors. We use clickstream data to determine how much time visitors spend on web pages of the Site, the messages chosen by visitors, and how we may tailor the Site to better meet the needs of our visitors.

Sharing of Information

We do not sell or otherwise disclose personal information we collect about you, except as described in this Privacy Notice or the Terms of Use. We may share your personal information with service providers who perform services on our behalf based on our instructions. We also may share the personal information we obtain with our subsidiaries, affiliates and campaign partners.

We also may disclose information about you (i) if we are required to do so by law, regulation or legal process (such as a court order or subpoena), (ii) in response to requests by government agencies, such as law enforcement authorities, (iii) when we believe disclosure is necessary or appropriate to prevent physical harm or financial loss, or in connection with an investigation of suspected or actual fraudulent or illegal activity or (vi) as set forth in the Site's Terms of Use. We reserve the right to transfer any information we have about you in the event we sell or transfer all or a portion of our business or assets (including in the event of a reorganization, dissolution or liquidation).

Your Options

You may contact us as described in the "How To Contact Us" section of this Privacy Notice to ask us to remove your information from our mailing lists/update your preferences or submit a request.

How We Protect Personal Information

We maintain administrative, technical and physical safeguards designed to protect the personal information you provide against accidental, unlawful or unauthorized destruction, loss, alteration, access, disclosure or use.

Links to Other Websites

Our Site may contain links to other websites for your convenience and information. These websites may be operated by companies not affiliated with FCB. Linked websites may have their own privacy policies or notices, which we strongly suggest you review if you visit any linked websites. We are not responsible for the content of any websites that are not affiliated with FCB, any use of those websites, or the privacy practices of those websites.

Children's Privacy

This Site is not directed to children under the age of 13 and we do not knowingly collect personal information from children under the age of 13 on the Site.

Updates To Our Privacy Notice

This Online Privacy Notice may be updated periodically and without prior notice to you to reflect changes in our personal information practices. We will post a notice on our Site to notify you of any significant changes to our Online Privacy Notice and indicate at the top of the notice when it was most recently updated.

How To Contact Us

If you have any questions or comments about this Privacy Notice, or if you would like us to update information we have about you or your preferences, please contact us by email at WhyVote@FCB.com.

You also may write to us at:

FCB Health
ATTN: FCBWE WhyVote
100 West 33rd Street, 7th Floor
New York, NY 10001