

NOTICE OF INFORMATION PRACTICES AND PRIVACY POLICY

At Life After Notre Dame (LAND), your privacy is our priority. This website is operated by Project Land, having its principal office at 1400 East Angela Boulevard, #134, South Bend, Indiana, 46617.

References to “LAND,” “we,” “us,” and “our” are references to Project Land. “Affiliated Partner Entities” are third-party organizations which may be providing resources and services on behalf of LAND for the benefit of student-athletes.

This Notice of Information Practices and Privacy Policy (“**Privacy Policy**”) applies to all personal information received by LAND and explains what type of personal information we collect and how we use and treat that information. This Privacy Policy also describes your rights with respect to your personal information, including how to exercise those rights and who to contact for more information.

If you are a California resident, please see the *Additional Information for California Residents* section noted on Page 10 of this document.

Personal Data and Affiliated Data Practices

Your Consent

By using our website, you consent to the policies and practices described in this Privacy Policy. If you do not agree with the data practices described, you should not use our website.

Collection of Your Personal Data

LAND collects and uses information that, alone or in combination with other information, could be used to identify you (“**Personal Data**”) to facilitate our navigation services, inform you of various opportunities, and provide support, as described below in the *Use and Disclosure of Personal Data* section.

Personal data and other information may be collected in connection with your use of the website www.lifeafternotredame.com (where you can learn more about LAND’s resources and services and request information and other exclusive content) and events you may attend to (e.g. podcasts, blogs, e-newsletters, social networking events in person or via a digital platform).

We collect, store, and process the information from our websites and applications in the U.S., and our websites are not intended to target or collect data from individuals outside the U.S. If you are outside the U.S., then your Personal Data and other information will be transferred to the U.S. The data privacy and data protection laws outside your country may offer less protection than the laws in your country. By using our services, the websites and/or applications or otherwise providing us with your Personal Data, you agree to the transfer of your Personal Data as described in this Privacy Policy. If you do not agree to such cross-border transfers of your Personal Data, please do not submit it through the websites. Please contact LAND directly if you are located outside the U.S. and wish to use the websites to transmit Personal Data to LAND.

Personal Data That You Voluntarily Provide to LAND or Its Employees

LAND primarily collects Personal Data provided to us by individuals when they interact with our navigation services. For example, you may voluntarily provide us with Personal Data when you sign up to participate in our podcasts or blogs, sign up for our e-newsletter, submit a web form, call or email us directly, or request other exclusive content.

The types of Personal Data that we collect vary based on the services offered on the website, but generally include your name, e-mail address, telephone number, university, sport and other information that you voluntarily submit to LAND or any of its employees. This data may be collected and processed in physical and electronic form.

It is important to always carefully consider whether you wish to submit Personal Data in the manner noted in this document or other information that you voluntarily submit to LAND or any of its employees. Review any additional terms and conditions that may govern your use of our services.

Protected Health Information

LAND is not a Covered Entity or Business Associate as those terms are defined in the Health Insurance Portability and Accountability Act (HIPAA). Protected health information (PHI), further defined by HIPAA, is any information used or disclosed by a Covered Entity or Business Associate about your past, present or future health care, or payment for that care that could be used to identify you. Employees of LAND *may* request the completion of a *HIPAA Authorization for Release of Protected Health Information* to authorize disclosure of limited Personal Data, which may include PHI, from Covered Entities or Business Associates to LAND for the sole purpose of completing the task of facilitating health-related navigation services with LAND's affiliated partner entities. Such Personal Data will be processed and stored securely by LAND and will not be retained, except as necessary to complete the relevant task(s) and as required under applicable law. The affiliated partner entities of LAND may also request the completion of their organization's own HIPAA Authorization form for their specific business purposes, unrelated to the services, resources, practices and task(s) of LAND employees or the LAND organization.

Information Received from Other Sources

We may receive information about you from our affiliated partner entities, publicly available and third-party databases or services that provide information about student athletes, former student athletes, business people and companies, or from third parties from whom we have purchased information (including an individual's name, job title, business contact information, and information about the business where the individual works) and combine this data with information we already have about you. This helps us to update, expand and analyze our mailing lists and identify and provide services that may be of interest to the individuals for whom LAND provides navigation services. We will obtain your consent before contacting you if required by the law of the state and country in which you are located.

Automatically Collected Data

As you interact on our website, we may collect information about your computer or device and visits to our website (“**Automatically Collected Data**”) through cookies, web beacons and other technologies, Internet Protocol (IP) address tracking/URL tracking, and other tools (collectively, “**Tracking Technologies**”). The types of Automatically Collected Data collected on our website through the use of these and other tools that we may be added from time to time include: the search terms you used, new or returning user information, browser information, computer or device type, operating system, internet service provider, website usage, referring/exit pages, platform type, date/time stamp, number of clicks, and ads viewed. Please see the *Tracking Technologies* section below to learn more about how we use Tracking Technologies.

Use and Disclosure of Personal Data

We use the Personal Data we collect from you (*unless otherwise restricted by law*) to provide our navigation services, provide you support or other services and operational communications you have requested and respond directly to your information or exclusive content requests.

Marketing

We may also use your contact information to contact you by email or by phone regarding information that we think may be of interest to you. If you do not wish to receive marketing materials or emails from LAND, you may inform us of your preference by notifying us through the contact form. You may also submit a contact form electronically through the website and unsubscribe from our marketing communications by clicking on the “unsubscribe” link located on the bottom of our e-mails.

With your written permission acquired through the completion of our *Authorization For Use Of Participant Content for Publication* form which is posted on our website, we may also use information you provide to us as a testimonial, article or other posted on the website.

Correspondence

If you correspond with LAND via e-mail, the postal service, our web forms, or other forms of communication, we may retain the correspondence and the information it contains. We may use the information for business purposes, including responding to your inquiry, notifying you of LAND-related happenings, and other marketing purposes.

URL and IP Address

LAND collects information about users’ IP addresses, including users’ utilization of our website, to help us design our website to better suit our website users’ needs. We may use information about your IP address to help diagnose problems with our server, administer our website, analyze trends, track visitor movements, and gather information that assists us in identifying visitor preferences. We also may use your IP address to enhance our security and investigate an actual or potential security incident.

Aggregated Data

We may also compile, anonymize and/or aggregate Personal Data and other information collected about website visitors, as described in this Privacy Policy, and use such anonymized and/or aggregated data for our business purposes, including disclosing such data to our affiliated partner entities, service providers, advertisers and/or other third parties for marketing or promotional purposes. This aggregate information does not identify you.

LAND Affiliated Partner Entities

LAND and its employees may provide personal data to its Affiliated Partner Entities in order to facilitate navigation services in accordance with the mission and business operations of the organization. A list of LAND's Affiliated Partner Entities can be found on our website. These parties may use your personal data to offer their services and as part of their business operations, only as necessary to provide these services to you. Reference the privacy policy(ies) and practices that govern these Affiliated Partner Entities directly through their organization and/or website.

Other Third-Party Disclosures

We may share your personal information with law enforcement agencies, other governmental agencies or third parties if we are required by law to do so, or in other limited circumstances, such as when required by a court order or regulatory authority, or if we believe that such action is necessary to prevent fraud or cyber-crime or to protect the website, our technology assets or rights, or the property or personal safety of any person. We may also share your information with other business entities if we are involved in a merger, acquisition, joint venture, strategic alliance, supply relationships, reorganization, bankruptcy, or other transactions, as part of the due diligence process with counterparties and others assisting with such a transaction and in a transfer to a successor or affiliate as part of any such transaction.

Access and Change Personal Information

LAND acknowledges that you have the right to access your Personal Data. In the event that you request that your Personal Data be removed, we will respond within a reasonable business timeframe.

Upon request, LAND will provide you with information about whether we hold any of your Personal Data. You can request, update, correct or remove your Personal Data from our system by making a request via our *Contact Project LAND* form found on our website www.lifeafternotredame.com. Requests typically receive a response within thirty (30) business days. If access cannot be provided within that time frame, we will provide the requesting party with an estimated date by which the information will be provided. If for some reason access is denied, we will provide an explanation of why access has been denied.

Legitimate Interest

“Legitimate interests” means the interests of LAND in conducting and managing our organization. For example, we have a legitimate interest in processing your Personal Data to analyze how the websites and our services are being used by you and to ensure network and information security, as described in this Privacy Policy. When we process your Personal Data for our legitimate interests, we make sure to consider and balance any potential impact to you and your rights under data protection laws. Our legitimate interests do not automatically override your interests. We will not use your Personal Data for activities where our interests are overridden by the impact to you, unless we have your consent, or those activities are otherwise required or permitted by law. You have the right to object to processing that is based on our legitimate interests. For more information on your rights, please see *Your Rights* section below.

Retention of Personal Data

Personal Data that we process will not be retained for longer than is necessary for the purpose(s) for which it has been obtained. In some cases, it is not possible for us to specify in advance the periods for which your Personal Data will be retained.

Notwithstanding any contrary provisions in this Privacy Policy, however, we may retain your Personal Data where such retention is necessary for compliance with a legal obligation to which we are subject or to protect your vital interests or the vital interests of another natural person.

Our Security Measures to Protect Your Personal Data

We are committed to taking reasonable efforts to secure the information that you choose to provide us, and we use a variety of security procedures to help protect against unauthorized access to or alteration, disclosure, or destruction of Personal Data. We restrict access to Personal Data to our employees, contractors and service providers (described in the *Use and Disclosure of Personal Data* section above) who need to know the information to operate, develop, or improve our services.

Unfortunately, no transmission of Personal Data over the Internet can be guaranteed to be 100% secure. Accordingly, and despite our efforts, LAND cannot guarantee or warrant the security of any information you transmit to us, or to or from our online services. LAND has no responsibility or liability for the security of information transmitted via the Internet. If you have questions about this Privacy Policy or the security of your Personal Data, please contact us via the *Contact Project LAND* form located on our website www.lifeafternotredame.com.

We retain your Personal Data for as long as your account is active or as needed to provide you services, comply with our legal obligations, resolve disputes and enforce our agreements. We retain Personal Data collected through the platforms we process on behalf of our client(s) for as long as needed to provide services to our client(s) and pursuant to our services with that client(s).

LAND will maintain the privacy of your personal data, provide this notice of our duties and privacy practices, and abide by the terms of the notice currently in effect. We reserve the right to change privacy practices and make the new practices effective for all the information we maintain. Revised notices will be posted on our website.

Your Rights to your Personal Data, as applicable based on jurisdiction

Subject to applicable law and your location, you have the following rights in relation to your Personal Data:

- **Right of access:** If you ask us, we will confirm whether we are processing your Personal Data and, if so, provide you with a copy of that Personal Data (along with certain other details). If you require additional copies, we may charge a reasonable fee.
- **Right to rectification:** If your Personal Data is inaccurate or incomplete, you are entitled to have it rectified or completed. If we have shared your Personal Data with others, we will tell them about the rectification when and where possible. If you ask us, where possible and lawful to do so, we will also tell you with whom we shared your Personal Data so that you can contact them directly.
- **Right to erasure:** You may ask us to delete or remove your Personal Data, and we will do so in some circumstances, such as where we no longer need it (we may not delete your data when other interests outweigh your right to deletion). If we have shared your data with others, we will tell them about the erasure when and where possible. If you ask us, where possible and lawful to do so, we will also tell you with whom we shared your Personal Data so that you can contact them directly.
- **Right to restrict processing:** You may ask us to restrict or 'block' the processing of your Personal Data in certain circumstances, such as where you contest the accuracy of that Personal Data or object to us processing it. We will tell you before we lift any restriction on processing. If we have shared your Personal Data with others, we will tell them about the restriction when and where possible. If you ask us, where possible and lawful to do so, we will also tell you with whom we shared your Personal Data so that you can contact them directly.
- **Right to data portability:** You have the right to obtain your Personal Data from us that you consented to give us or that is necessary to perform a service for you. We will give you your Personal Data in a structured, commonly used and machine-readable format. You may reuse it elsewhere.
- **Right to object:** You may ask us at any time to stop processing your Personal Data, and we will do so:
 - If we are relying on a legitimate interest to process your Personal Data — unless we demonstrate compelling legitimate grounds for the processing; or
 - If we are processing your Personal Data for direct marketing.
- **Rights in relation to automated decision-making and profiling:** You have the right to be free from decisions based solely on automated processing of your Personal Data, including profiling, which affect you, unless such processing is necessary for entering into, or the performance of, a service between you and us or you provide your explicit consent to such processing.

- **Right to withdraw consent:** If we rely on your consent to process your Personal Data, you have the right to withdraw that consent at any time. This will not affect the lawfulness of processing based on your prior consent.
- **Right to lodge a complaint with the data protection authority:** If you have a concern about our privacy practices, including the way we have handled your Personal Data, you can report it to the data protection authority that is authorized to hear those concerns.

You may exercise your rights by contacting us via the *Contact Project LAND* form on our website www.lifeafternotredame.com.

Tracking Technologies

LAND uses cookies and other technologies to analyze trends, administer the website, track users' movements around the website, to gather demographic information about our user base and to collect information about your browsing habits to make marketing relevant to you and your interests, as described above.

When you first visit the website, you will be asked to consent to the use of cookies and similar technologies on the website in accordance with this Privacy Policy, and if you accept we will store cookies and similar technologies on your computer.

I. What Are Cookies

Cookies are pieces of data sent to your browser when you visit a website and stored on your computer's hard drive. Cookies may store user preferences and other information. For example, cookies can store your session information for easy log-in to a website or platform, your language or user interface customization preferences or may allow websites to record your browsing activities (e.g., number of page views, number of visitors, and time spent on each page).

We use both session ID cookies and persistent cookies. A session ID cookie expires when you close your browser. A persistent cookie remains on your hard drive for a set period or until you delete it.

II. How We Use Cookies

We classify cookies in the following categories:

Categories of Use	Purpose	How to Block or Delete
Strictly Necessary	These cookies allow to link the actions of a user during a browser session to allow navigation around web pages, access to secure areas of the websites or Platforms and help make the services available through our websites and Platforms work.	You can block or delete these cookies by changing the browser settings as explained below

	Without these cookies, basic functions of the website would not work.	
Analytics	<p>These cookies allow us to recognize and count the number of visitors and to see how visitors move around the website when they are using it. This helps us to improve the way our website works, for example by making sure visitors are finding what they need easily. The information collected through these cookies include anonymous traffic statistics, like number of page views, number of visitors, and time spent on each page.</p> <p>We use cookies from Google Analytics, a web analytics service provided by Google Inc. (“Google”). The information collected by Google (including your internet protocol (IP) address) will be transmitted to and stored by Google on servers in the United States. Google will use this information on our behalf for evaluating your use of the website, compiling reports on the websites activity and providing further services to us relating to the websites usage. Learn more about Google Analytics’ privacy practices, and see a copy of Google’s privacy policy, at the following link: https://support.google.com/analytics/answer/6004245?hl=en&ref_topic=2919631</p>	<p>You can block or delete these cookies by changing the browser settings as explained below.</p> <p>You can also prevent your data from being collected by Google Analytics on the website by downloading and installing the Google Analytics Opt-out Browser Add-on for your current web browser at the following link: https://tools.google.com/dlpage/gaoptout?hl=en .</p>

In their use of our services, Clients may enable various integrations which may set additional cookies. These cookies are set and controlled by Clients for various purposes such as website usage tracking and analytics and enabling social media features. LAND does not control the placement of such cookies. Use of these cookies is governed by Client’s own privacy and cookie policies.

III. Other Technologies

LAND may use a tracking technique that employs embedded URLs to allow use of the websites without cookies. Embedded URLs allow limited information to follow you as you navigate the websites but are not associated with Personal Data and are not used beyond the session.

LAND and its affiliated partner entities may use embedded pixel technologies (or pixel tags) for the purposes of identifying unique user visits (as opposed to aggregate hits) and for marketing purposes. In addition, embedded pixels or other technologies may be used in e-mails to provide information on when the e-mail was opened to track marketing campaign responsiveness; information collected using these technologies may be associated with the recipient's e-mail address.

We may use widgets, which are interactive mini-programs that run on our site to provide specific services from another company (e.g., links to bookmarked sites), along with buttons or other tools that link to other companies' services (e.g., a "Like" button or third-party map). The widget, button or tool may collect and automatically send Personal Data, such as your e-mail address, or other Information (such as your browser information, or IP address), to a third party. Cookies may also be set or used by the widgets, buttons or tools to enable them to function properly or for other purposes, which may include marketing. Information collected or used by a widget, button or tool, including cookie settings and preferences, is governed by the privacy policy of the company that created it.

IV. Your Choices

On most web browsers, you will find a "help" section on the toolbar. Please refer to this section for information on how to receive a notification when you are receiving a new cookie and how to turn cookies off. Please see the links below for guidance on how to modify your web browser's settings on the most popular browsers:

- [Mozilla Firefox](#)
- [Google Chrome](#)
- [Apple Safari](#)

Please note that if you reject cookies or disable cookies, your use of certain features or functions on our website may be limited.

To find out more about cookies and similar technologies, including how to see what cookies and similar technologies have been established and how to manage and delete them, visit www.allaboutcookies.org and/or or the Network Advertising Initiative's online resources, at <http://www.networkadvertising.org>, and follow the opt-out instructions there. If you access the websites on your mobile device, you may not be able to control tracking technologies through the settings.

Inapplicability of Privacy Policies of Any Linked Websites or Other Third Parties

This Privacy Policy only addresses LAND's use and disclosure of your Personal Data. The websites may contain links to other websites, so please be aware that we are not responsible for the privacy practices of other websites, and we are not liable for their misuse of Personal Data. We encourage you to be aware that when you go to another website you should carefully read their privacy policy.

The website also interfaces with social media websites or platforms that are owned and/or controlled by third parties, such as Facebook, LinkedIn, Twitter and others ("**Social Media Sites**"). If you choose to "like" or share information from a website through any Social Media Sites, if you are a member of a Social Media Site the interfaces on our websites may allow the Social Media Site to connect your website visit to your Personal Data. The information that you share with the Social Media Sites will be governed by the specific privacy policies and terms of service of the Social Media Sites and not by this Privacy Policy. You should review the privacy policy of that Social Media Site before choosing to access and use any Social Media Sites, including interacting with our pages on those sites.

Additional Information for California Residents / California Privacy Rights

In addition to the information provided in this Privacy Policy, under California's "Shine the Light" law, California residents who provide "personal information" (as defined in the statute) in obtaining products or services for personal, family, or household use are entitled to request and obtain from us, once a calendar year, information about the personal information we shared, if any, with other businesses for marketing uses. If applicable, this information would include the categories of personal information and the names and addresses of those businesses with which we shared such personal information for the immediately prior calendar year. To obtain this information, contact us via the *Contact Project LAND* form on our website www.lifeafternotredame.com.

Our website does not support Do Not Track at this time. Some browsers provide a Do Not Track feature that allows you to set your web browser to indicate to websites that you do not want certain information about your webpage visits collected when you have not interacted with that service on the page. Although our website does not currently have features that support Do Not Track features at this time, there are technical means to prevent some tracking. See section II under *Tracking Technologies*.

Children

The website is not intended for use by, directed toward, or designed to attract anyone under the age of 18, and we do not knowingly or intentionally collect information about anyone under the age of 18. By proceeding to use this website, you are confirming that you are at least eighteen years of age. If we learn that we have collected or received personal information from anyone under the age of 18 without verification of parental consent, we will delete that information. If you believe we might have any personal information from or about anyone under eighteen years of age, please contact us via the *Contact Project LAND* form on our website www.lifeafternotredame.com.

Conditions of Use

By using the website and our services, you agree to the terms and conditions contained in this Privacy Policy and Conditions of Use and/or any other agreement(s) that we might have with you. If you do not agree to any of these terms and conditions, you should not use the website and/or any LAND benefits or services.

Changes to the Privacy Policy

As LAND and its services change from time to time, we may update this Privacy Policy to reflect changes to our practices and policy. We reserve the right to amend the Privacy Policy at any time, for any reason, and may do so by posting a new version online. Your continued use of the website and/or continued provision of Personal Data to us will be subject to the terms of the then-current *Notice of Information Practices and Privacy Policy*. If we make any material changes or if otherwise required by the applicable law, we will notify you by means of a notice on this website prior to the change becoming effective. We encourage you to periodically review this page for the latest information on our privacy practices.

Contact Us

If you have any questions about this Privacy Policy or our treatment of the information you provide us, please contact via the *Contact Project LAND* form on our website www.lifeafternotredame.com or write to us at:

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