

Watershed: PRIVACY POLICY

Last Updated: October 10, 2018

This Privacy Policy applies to the website www.watershed-ed.org and related subdomains and media (the “**Sites**”) managed by Watershed Collaborative, Inc. (“**Watershed**”, “**we**”, “**us**”, or “**our**”) and the services, applications and content accessible by means of the Sites (the “**Services**”).

This Privacy Policy only concerns the processing for which Watershed is the data controller (as defined in Article 4 of the General Data Protection Regulation (“**GDPR**”). Please read this Privacy Policy carefully prior to accessing or using our Services. By visiting any of the Sites, you are accepting and consenting to the practices described in this Privacy Policy. If you have any questions, please contact us at: hello@watershed-ed.org.

The Information We May Collect

Our primary purpose in collecting information from or about you is to provide you with a safe, smooth, efficient, and customized experience. Depending on the manner in which you use our Services, we collect information about you that we deem necessary for providing Services and features that optimize, secure, and ease your user experience.

*Personal Information or Personal Data (“**PII**”):* Watershed may collect and process information that could be directly or indirectly associated with you. This includes information such as your full name, email address, photograph, billing or mailing address, credit/debit card information, gender, location, the user name and password associated with your account on the Sites, Facebook or Google, and other information that you share with Watershed. You can choose not to provide us with certain information, but that may result in you being unable to use certain features of our Services because such information may be required in order for you to register for an account, purchase products or Services, or initiate other transactions on our website.

Third Party Payment Processors: Payments processed by third parties such as Stripe are subject to the terms of use and privacy policies of those payment gateways and are not accessible or controlled by Watershed.

[*Mobile Application:* Watershed offers a mobile application and may, depending on your privacy settings, collect certain information about you and your devices when you access our Services through your mobile or other Internet connected devices. Watershed does not ask for or purposefully track any precise location-based information. We use mobile analytics software to allow us to better understand the functionality of our Services on your mobile or other Internet connected devices, which may record data relating to usage, performance, and download and will be treated like Demographic and Usage Data (discussed below).]

Information from Third Party Platforms: Our Services may interact with one or more third party social networks or platforms (such as Google or Facebook), which will provide data about you to us (“**Platform(s)**”). The information you allow Watershed to access varies by Platform, and it is affected by the privacy settings you and those that you are connected with establish while using such Platforms. Platforms are operated, controlled, and maintained by third parties that are not operated, controlled, or maintained by Watershed. We recommend that you read the terms of use or service and privacy policies of those Platforms to understand how they collect and treat your data and what data they might share with us or other third parties.

Demographic and Usage Data: Watershed may collect information through the use of cookies, HTML5 local storage, and other similar technologies. “**Cookies**” are alphanumeric identifiers in the form of text files that are inserted and stored by your web browser on your hard drive. Watershed may set and access cookies on your computer or wireless device to track and store preferential information about you. We may gather anonymous information about you through cookie technology on an individual and aggregate level. Such information is used within Watershed internally and is only shared with third party advertisers, if any, on an aggregated or non-personally identifiable basis. You may opt out of receiving cookies from our website by following the instructions in your web browser. Note, however, that deleting cookies or directing your browser to refuse them may

limit your ability to use certain portions of our website that require cookies to function. Watershed gathers certain information automatically and stores it in log files. This information may include Internet protocol (IP) addresses, browser type, operating system, and other usage information about the use of our website, including a history of the pages you view.

We use cookies as set out below:

Domain	Retention	Description
Used on all pages of the watershed-ed.org domain.	One year.	<p>We use cookies to maintain user sessions on our website, and to enable user logins.</p> <p>Tracking analytics of individual user website usage.</p>

How We Use the Information We Collect

We may use any personal data held about you in the following ways:

Information you give to us: We will use this personal data to:

- (a) Fulfill your requests for products, services or information;
- (b) Carry out our obligations arising from any contracts entered into between you and us (e.g., to provide customer services);
- (c) Improve the effectiveness of our websites, marketing, and our services or offers;
- (d) Notify you about changes to our service;
- (e) Ensure that content from our Sites is presented in the most effective manner for you and your computer;
- (f) Conduct research and analysis; and
- (g) Provide you with information about goods or services we feel may interest you. If you do not want us to use your data in this way, please tick the relevant box situated on the form on which we collect your personal data.

Please note you always have the ability to opt out of receiving future marketing communications from us. To do so, you should follow the directions in the marketing e-mail or direct mail marketing communication from us. Please note that even though you may have opted out of receiving marketing communications, you may still receive business-related communications such as order confirmations, product recall information, or updates or other organizational related communications.

Information we collect about you: We will use this information to:

- (a) Administer our Sites and for internal operations, including troubleshooting, data analysis, testing, research, statistical, and survey purposes;
- (b) Improve our Sites to ensure that content is presented in the most effective manner for you and your computer;
- (c) Allow you to participate in interactive features of our services, when you choose to do so;
- (d) Take measures to keep our Sites safe and secure;
- (e) Measure or understand the effectiveness of advertising we serve to you and others and deliver relevant advertising to you; and
- (f) Make suggestions and recommendations to you and other users of our Sites about goods or services that may interest you or them.

Information we receive from other sources: We may combine this information with personal data you give to us and personal data we collect about you. We may use this personal data and the combined information for the purposes set out above (depending on the types of information we receive).

Disclosure of your PII

Watershed may share with other users of its Sites and Services your name, photograph, and email. You assume full responsibility for the disclosure and use of any other PII you choose to disclose to any other users, which at all times shall be subject to the terms of this Privacy Policy.

Watershed may also disclose any of your information, which in some cases includes PII, in the following situations:

- (a) With your consent. Watershed may transmit your PII to a third party when you give us express permission to do so. For example, this may occur when we complete a transaction on your behalf or at your request.
- (b) With our authorized service providers. Watershed may share your PII with our authorized service providers that perform certain services and process PII on our behalf. These services may include providing customer service and marketing assistance, performing business and sales analysis, supporting our website functionality, and supporting contests, sweepstakes, surveys and other features offered through our website. These service providers may have access to PII needed to perform their functions but are not permitted to share or use such information for any other purposes.
- (c) Payment providers and your bank. For the purpose of administering payments within our Services, we may disclose your PII to third party payment providers and your bank.
- (d) With our business partners. When you make purchases, reservations, or engage in promotions offered through our website, we may share PII with the businesses with which we partner to offer you those products, services, promotions, contests, and/or sweepstakes. When you elect to engage in a particular merchant's offer or program, you authorize us to provide your email address and other information to that merchant.
- (e) In connection with a substantial corporate transaction, such as the sale of our business, a divestiture, merger, consolidation, asset sale, or in the event of bankruptcy. If another company acquires Watershed, that company will take on all responsibility for the information we collect, including PII, and it will assume all rights and obligations with respect to that information. Should this happen, the acquiring company may implement its own policies with respect to your information.
- (f) If we are required to disclose information by law. Watershed may be obligated to disclose your personal information if directed by a court of law or other governmental entity. Without limiting the foregoing, we reserve the right to disclose such information where we have a good faith basis to believe that such action is necessary to: (i) comply with applicable laws, regulations, court orders, government, and law enforcement agencies' requests, (ii) protect and defend Watershed's or third party's rights and property, or safety of Watershed, our users, our employees, or others, (iii) prevent, detect, investigate and take measures against criminal activity, fraud and misuse, or unauthorized use of our Services and/or to enforce our Terms of Use or other agreements or policies, and/or (iv) protect your personal safety or property or that of the public. In the event that your information is disclosed, we will comply with the law and make commercially reasonable efforts to notify you.

Watershed may also use and share non-personal information we collect with third parties to develop and deliver targeted advertising on our website or applications of third parties and to analyze and report on advertising you see. We may combine non-personal information we collect with additional non-personal information collected from other sources. We also may share aggregated, non-personal information with third parties, including advisors, advertisers, and investors. For example, we may engage a third party acting on our behalf to collect web log data from you (including IP addresses and information about your browser or operating system) when you use our website and other websites you may access during your Internet browsing session, or place or recognize a unique cookie on your browser to enable you to receive customized advertisements or content.

Please keep in mind that all of the information that you disclose or content that you post in your user profile, forum posts, comments, or other public portions of our website becomes public information. Because this information is

publicly available, we cannot control how others treat it, so we ask all users to exercise care in deciding what information they choose to share.

Data Retention

We retain personal data for as long as necessary for the relevant activity for which it was provided or collected. This will be for as long as we provide you access to the Sites, your account with us remains active or open, or any period set out in any relevant contract you have with us. However, we may keep some data after your account is closed or you cease using the Sites for the purposes set out below.

After you have closed your account, or ceased using the Sites for a period of at least [12] months, we typically delete personal data. However, we may retain personal data where reasonably necessary to comply with our legal obligations (including law enforcement requests), meet regulatory requirements, maintain security, prevent fraud and abuse, resolve disputes, or fulfill your request to “unsubscribe” from further messages from us.

We will retain de-personalized information after your account has been closed, and any information you have shared with others will remain visible. We do not control data that other users may have copied from the Sites. Your profile may continue to be displayed in the services of others (e.g. search engine results) until they refresh their cache.

Access to Your Information and other rights

You are, at any time and free of charge, entitled to receive a copy of the PII that we hold about you and information about the processing thereof. Please note that Watershed needs to be able to determine your identity in order to be able to respond to your request.

If you believe that any PII we are holding is incorrect or incomplete, please send an email with your specific request to hello@watershed-ed.org. We will work with you to make any corrections deemed necessary. We may not accommodate a request to change information if we believe the change would violate any law or legal requirement or cause the information to be incorrect.

You have the right to request that Watershed restricts the processing of your PII under certain conditions. For example, if you contest the accuracy of the PII, the processing may be restricted for a period to enable Watershed to verify the accuracy of the PII or so you may establish, exercise, or defend legal claims.

You have the right to have your PII deleted without undue delay, and Watershed is obliged to delete your PII without undue delay if, for example, the PII is no longer necessary in relation to the purpose for which it was collected or otherwise processed. Please note that Watershed is not obliged to delete the PII if Watershed can show that the processing is necessary, including but not limited for the establishment, exercise, or defense of a legal claim.

If you provide your email address to Watershed, you will always have the opportunity to opt out of receiving email newsletters and promotions through the unsubscribe link in the email communications. We may send you other types of transactional and relationship e-mail communications, such as service announcements, administrative notices, and surveys, without offering you the opportunity to opt out of receiving them. Please note that changing information in your account or otherwise opting out of receipt of promotional email communications will only affect future activities or communications from us. If we have already provided your information to a third party (such as a credit card processing partner) before you changed your preferences or updated your information, you may have to change your preferences directly with that third party.

You have the right to object at any time, on grounds relating to your particular situation, to Watershed's processing of your PII if the processing is based on, for example, legitimate interests. If you object to such processing, Watershed will no longer be entitled to process your PII based on such legal basis unless Watershed can demonstrate either compelling legitimate grounds for the processing which overrides your interests, rights, and freedom or that such processing is conducted for the establishment, exercise, or defense of a legal claim.

You have, under certain conditions, the right to (i) receive the PII concerning you and which you have provided to Watershed in a structured, commonly-used, and machine-readable format and (ii) transmit such PII to another data controller without Watershed trying to prevent such transmission. Where Watershed's processing of your PII is based on a contract or consent and the processing is carried out by automated means, you have the right to request that the PII be transmitted from Watershed directly to another data controller, where technically feasible.

You also have the right to withdraw your consent, if applicable. If you withdraw your consent, please note that this does not affect the lawfulness of the processing based on your consent before it is withdrawn and that Watershed may, under certain circumstances, have another legal ground for the processing and therefore may be entitled to continue the processing.

If you would like to exercise your rights, you may contact us on the contact details provided at the bottom of this Privacy Policy. If you are unhappy with our processing of your PII or aware of an alleged infringement of the GDPR or other applicable data privacy laws, you may lodge a complaint with a competent supervisory authority.

Our Policy Concerning Children

As stated in our Terms of Use, our Sites and Services are offered and available only to you if are 18 years or older, an emancipated minor, or possess legal parental or guardian consent prior to accessing the website, registering an account, or using the Services. If you do not meet this eligibility requirement, you may not use our website or Services. Under no circumstances should you share or provide to the Company or through the Services any information pertaining to a child under 13 years of age, and in no event does the Company collect any PII through the Services from or about a child under 13 years of age.

Securing Your Information

Watershed takes a range of security measures designed to protect your PII and keep it confidential (unless it is non-confidential by nature) and free from any unauthorized alteration. For example, only authorized employees are permitted to access personal information and may do so only for permitted business functions. In addition, we use encryption in the transmission of financial information between your system and ours, and we use firewalls to help prevent unauthorized persons from gaining access to your personal information.

Where we have given you (or where you have chosen) a password for access to certain parts of our website, you are responsible for keeping this password confidential. As the safety and security of your information also depends on the precautions you take, we ask you not to share your password with anyone.

Third Parties and Other Information Collectors

Except as otherwise expressly included in this Privacy Policy, this document only addresses the use and disclosure of information we collect from you. To the extent that you disclose your information to other parties through our website, whether to other Users or individuals, different rules may apply to their use, collection, and disclosure of the personal information you disclose to them. Since we do not control the information use, collection, or disclosure policies of third parties, you are subject to their privacy policies.

Our website may include links to third party websites. Once you have used these links to leave our website, you should note that we do not have any control over third party websites. We are not responsible for the content of such websites or the protection and privacy of any information which you provide while visiting such sites. Third-party websites are not governed by this Privacy Policy. You should exercise caution and look at the privacy policies applicable to the websites in question.

Users Outside of the United States

The Services are hosted in the United States and are governed by the laws of the United States. If you are using the Services outside the United States, please be aware that your information will be transferred to, stored, and

processed in the United States where Watershed's servers and databases are located. By using the Sites, you consent to the transfer of information to countries outside your country of residence.

Transfer of personal information to countries outside the EU/EES

Watershed is incorporated and based in the United States of America. Your PII is therefore transferred outside the European Union ("EU") and European Economic Area ("EEA"). Such transfer is necessary for the performance of the contract between you and Watershed (Article 49.1(b) of the GDPR).

Your PII is also transferred to and processed by third party payment providers (such as Stripe) and your bank. Such transfers are necessary for performance of the contract between you and Watershed (article 49.1(b) of the GDPR).

Some of the third parties identified above may also be located outside the EU/EEA, in which case we will take all necessary steps required under applicable law in order for such transfer of information across borders to be compliant with applicable law. In cases where there is no adequacy decision by the Commission, this may include the use of EU model clauses (under Article 46.2 of the GDPR) or ensuring that the recipient is certified under the US-EU Privacy Shield Framework (under Article 45 of the GDPR).

No Rights of Third Parties

This Privacy Policy does not create rights enforceable by third parties or require disclosure of any personal information relating to users of our Sites.

Changes to the Privacy Policy

We may review and update this Privacy Policy from time to time in our sole discretion. As such, your continued use of the Services after receipt of notification of changes to this Privacy Policy is deemed to be acceptance of those changes.

Contact Us

If you have questions or concerns regarding this Privacy Policy or Watershed's processing of your PII or if you would like to exercise your rights described in this Privacy Policy, you may contact us at:

Watershed Collaborative, Inc.
195 Willoughby Ave, #109
Brooklyn, New York 11205
Email: hello@watershed-ed.org