

The National Alliance on Mental Illness Wisconsin has created this privacy policy (the “Privacy Policy”) in order to demonstrate our firm commitment to your privacy and security. This Privacy Policy discloses our information collection policies and practices for this Website: www.NAMIWisconsin.org (the “Website”). This Website is owned and operated by the National Alliance on Mental Illness Wisconsin (hereinafter referred to as “NAMI Wisconsin,” or “we” or “us”). This Privacy Policy applies only to NAMI Wisconsin’s online information-gathering and sharing practices occurring on the Website and does not apply to any of our practices conducted offline. By visiting this Website, you are accepting the practices and policies described in this Privacy Policy, and you are further indicating that you agree to be bound by the terms of this Privacy Policy. If you do not agree to the terms of this Privacy Policy, you should not visit this Website or use any of the “links” on this Website. We may update this Privacy Policy from time to time, so please check this Privacy Policy periodically for changes. The date this Privacy Policy was last updated is stated at the end of this document.

Summary:

- Except as stated in this Privacy Policy, NAMI Wisconsin does not share any of your personally identifiable information outside the NAMI organization. NAMI Affiliates are expected to adhere to these same privacy practices in regard to your personal information.
- You retain full control over all information you share about yourself and may remove or request removal of this information at any time. If you want your name removed from our mailing lists or emailing lists, either call (608) 268-6000 or email NAMI@NAMIWisconsin.org.
- You retain full control over what types of email communication you receive from NAMI Wisconsin and may opt to discontinue email correspondence at any time.
- NAMI Wisconsin is a 3-tier organization and your information will be shared with NAMI Wisconsin National and your local NAMI Wisconsin affiliate.
- In most cases, NAMI Wisconsin does not collect personally identifiable information about you other than what you freely share. We do log the IP address of every computer that visits our site as part of our normal site usage tracking, as further detailed below.
- You have the option of entering personally identifiable information about yourself as you interact with the Website, including name, address, demographic data such as age and income, interests, etc. NAMI Wisconsin uses this information to help us understand who our site users are and how we may better target and tailor our services.
- Anytime you enter personally identifiable information, not intended to be shared publicly, such as password, address, or credit card number, this information is sent to NAMI Wisconsin over a secure connection.
- NAMI Wisconsin uses generally accepted industry standards to protect the information submitted to us.

The Personal Information We Collect, How We Collect It, and How It Is Used:

The NAMI Wisconsin Website does not collect any personally identifiable information about our Website visitors, other than information that visitors freely enter.

The one exception to this is that, like most Websites, we gather certain information automatically and store it in log files. This information includes Internet protocol (IP) addresses, as further discussed below.

Online Membership:

Website visitors have the opportunity to join NAMI Wisconsin online. When joining, you must provide your credit card number, which is used to pay the cost of a one-year membership.

Your contact information is then passed to your NAMI Wisconsin State Organization, where it is entered into a membership database. You will then be added to the postal mailing lists of NAMI National, your NAMI Wisconsin State Organization, and your local NAMI Wisconsin Affiliate. Your contact information is not to be shared outside the NAMI organization.

Donor Privacy:

NAMI Wisconsin does not trade, share or sell a donor's personal information to third parties, nor do we send donor mailings on behalf of other organizations. This policy applies to all donors, online and offline.

If you make a donation online at our Website, you are required to enter personal contact information and credit card information. We use this information to process your donation and send you a confirmation receipt. This information will not be sold or shared with outside parties.

When you make a donation, we also add you to our national donor database, from which you may receive periodic fundraising appeals via postal mail or e-mail. This is outside of your general opt-in preference for e-mail from NAMI Wisconsin as indicated on your subscriptions page.

If you wish to be removed from our mailing list, please contact us via e-mail at nami@namiwisconsin.org, by phone at (608) 268-6000, or at the address below.

Online Event Registration:

If you register for an event at our Website, such as the NAMI Wisconsin Annual Conference you must enter credit card information. We use this information to register you, to send you a confirmation, and to do any subsequent follow-up about the event.

You also have the option to “opt-in” to be added to a mailing list, from which you may receive announcements about future events via postal mail or e-mail. This is outside of your general opt-in preference for e-mail from NAMI Wisconsin as indicated on your subscriptions page. If you wish to be removed from this mailing list, please contact us via e-mail at nami@namiwisconsin.org or at the address below.

Non-Personal Information We Collect By Automated Means And How We Use It

We also collect certain non-personal information (data in a form that does not support direct association with any specific person or individual) by automated means when you visit the Website. Much of this information is collected through the use of third-party tracking services, such as Google Analytics. When gathered, this data is used in the aggregate, and not in a manner that is intended to identify you personally. In addition to the third-party tracking services mentioned above, we also collect this information through various other means, including "cookies," "web beacons" and IP addresses, as further explained below.

Cookies:

A "cookie " is a small file that a Website can place on your computer. Cookies are commonly used by Websites to improve the user experience. Many cookies last only through a single Website session, or visit. Others may have an expiration date or may remain on your computer until you delete them. We may use "session cookies" in order to enhance the user experience and for other web-related purposes. These session cookies are not linked to personally identifiable information. Most browsers will tell you how to stop accepting new cookie, how to be notified when you receive a new cookie, and how to disable existing cookies.

If your Web browser is set to accept cookies, the NAMI Wisconsin Website places cookies when you visit. Cookies are used to present you with a better experience and to remember your preferences, such as Remember Me.

You can remove NAMI Wisconsin's cookie at any time by following the directions provided in your Internet browser's "Help " file.

Link Tracking:

Many links within e-mail communications you receive from us, have a tracking ID at the end. This enables us to measure how often certain links are clicked on to gauge overall interest in

the email campaign. From e-mails, or from the Website when you are signed in, it is possible for us to tie the information provided by tracking IDs to your personally identifiable information, though we do not routinely do so. We are primarily interested in the aggregate effectiveness of our various online efforts.

IP Addresses

When you visit and interact with the Website, third parties with whom we have contracted to provide services for us may collect Internet Protocol addresses (each an "IP Address"), as well as browser type, Internet service provider (ISP), referring/exit pages, platform type, date/time stamp, and page navigation. An IP Address is a unique identifier number that certain electronic devices used to identify and to communicate with each other on the Internet; your Internet Service Provider automatically assigns an IP Address to the computer that you are using. We gather this information to track Website visitor movement in the aggregate, and to gather broad demographic information for aggregate use. We may use this information to enhance our Website or for other lawful purposes

How We Use The Information We Collect:

Except as otherwise stated in this Privacy Policy, NAMI Wisconsin does not share any personally identifiable information about you with un-related third parties. You have the option to update, revise, or have deleted any personal information you have shared with NAMI Wisconsin, as further specified herein. For specific information about how information is used, please see the section above.

Communications From The Site:

General Announcements And Promotions:

We will occasionally send you information on special events, news, or opportunities. Out of respect for your privacy, we present the option not to receive these types of communications. Please see "Choice and Opt-Out "

E-Newsletters:

If you subscribe to one of our e-newsletters, we will use your name and e-mail address to send it to you. Out of respect for your privacy, we present the option to unsubscribe. Please see "Choice and Opt-Out "

Other E-Mail Notifications:

You may also choose to receive other types of e-mail from NAMI Wisconsin, related to particular features on the Website. You may control what e-mails you receive from within the particular feature they are related to.

nami@namiwisconsin.org

608-268-6000

NAMI Wisconsin
4233 W Beltline Hwy
Madison, WI 53711

In order to contact NAMI National or your local NAMI Wisconsin Affiliate, please look up their contact information [here](#).

What Information We Share And With Whom:

Personally identifiable information that you provide NAMI Wisconsin will only be used internally by NAMI Wisconsin and may be shared among the national, state and local offices. This includes your name, address, phone number, e-mail address, information preferences, and demographic information. NAMI National and local NAMI Affiliates are expected to adhere to these same privacy practices. However, NAMI Wisconsin is unable to guarantee the privacy of your information at the state or local level. If you have concerns, please contact NAMI National or your local NAMI affiliate.

In the course of providing our services, NAMI Wisconsin relies on certain trusted business partners to perform certain tasks, such as handling mass mailings, delivering e-communications, processing payments, etc. This involves transferring information about you in paper or electronic form. NAMI Wisconsin makes every effort to ensure the trustworthiness and best business practices of these partners. These agents and third parties are prohibited from using your personally identifiable information for any other purpose.

Except as stated in this Privacy Policy, we do not reveal personally identifiable information about you to third parties for their independent use unless: (1) you expressly authorize NAMI Wisconsin to do so, (2) it is necessary to allow NAMI Wisconsin and its service providers or agents to provide services on NAMI Wisconsin's behalf, (3) it is to provide products or services to you, (4) it is disclosed to entities that perform marketing or data aggregation services for NAMI Wisconsin, (5) it is necessary in connection with a sale of all or substantially all of the assets of NAMI Wisconsin or the merger of NAMI Wisconsin into another entity or any consolidation, share exchange, combination, reorganization, or like transaction in which NAMI Wisconsin is not the survivor, (6) NAMI Wisconsin is required or permitted to do so for any or all of the following reasons: (i) to comply with a subpoena, legal process, government request or any other legal obligation, (ii) to prevent, investigate, detect, or prosecute criminal offenses or attacks on the technical integrity of the Website or our network, and/or (iii) to protect the

rights, privacy, property, business, or safety of NAMI Wisconsin, its partners and employees or the visitors to the Website.

Links To Other Sites:

This Website contains links to other sites that are not owned or controlled by NAMI Wisconsin. Please be aware that we, NAMI Wisconsin, are not responsible for the privacy practices of other such Websites. We encourage you to be aware when you leave our Website and to read the privacy statements of each and every Website that collects personally-identifiable information.

How To Contact Us:

NAMI Wisconsin, Inc. (the Data Controller) is the owner and operator of the Website. If you need to contact us for any reason related to this Privacy Policy or your use of the Website, please contact us at the following address:

NAMI Wisconsin
4233 W Beltline Hwy
Madison, Wisconsin 53711

Purpose For Information Collection:

As noted in this Privacy Policy, you may visit our Website without being required to provide us with any Personal Information. However, should you decide to provide such information, the information we collect will be used to meet your requests, or to provide you with the applicable information or service requested, and as further described herein.

Legal Grounds For Processing Personal Information:

NAMI Wisconsin will process Personal Information that we receive from EU Users on the ground that it is in our legitimate interest for the effective administration of the Website, or to fulfill and/or address your requests.

Your Personal Information And Your Choices; Withdrawal Of Consent:

GDPR provides EU Users with additional rights in respect to the Personal Information we hold about you, including

How To Access Your Information And Your Other Rights

- **The right of access**

If you ask us, we will confirm whether we are processing your Personal Information and, if necessary, provide you with a copy of that Personal Information (along with certain other details).

- **Your right to correction (rectification)**
If the Personal Information we hold about you is inaccurate or incomplete, you are entitled to request to have it corrected.
- **Your right to erasure**
You can ask us to delete or remove your Personal Information in some circumstances, such as where we no longer need it or if you withdraw your consent (where applicable).
- **Your right to data portability**
You have the right, in certain circumstances, to receive a copy of Personal Information we've obtain from you.
- **Your right to withdraw consent**
If we rely on your consent (or explicit consent) as our legal basis for processing your Personal Information, you have the right to withdraw that consent at any time.
- **Your right to lodge a complaint with the supervisory authority**
If you have a concern about any aspect of our privacy practices, including the way we've handled your Personal Information, you can report it to the relevant supervisory authority.

We will respond to any such above requests within a reasonable timeframe.

Some of these rights may be in circumstances in which we are not legally required to comply with your request because of the laws in your jurisdiction or because of exemptions provided in data protection legislation in general, and GDPR in particular, or where the Personal Information may be exempt from disclosure due the applicable rules of professional conduct, attorney-client privilege, legal professional privilege, other applicable privileges or protections, or professional secrecy obligations

Please also note we may need to retain certain Personal Information for record keeping purposes, and there may also be residual Personal Information that will remain within our databases and other records, which will not be removed from such locations. Additionally, please note that we are not responsible for removing or deleting information from the databases of third parties (such as service providers) with whom we have shared information about you, but we will make the request on your behalf for such removal/deletion.

Data Retention:

We will retain your information for as long as needed to provide you services, or otherwise as is reasonable and customary given the nature of the relationship you have with NAMI Wisconsin. We may need to retain certain information for record keeping purposes, and there may also be residual information that will remain within our databases and other records, which will not be removed from such locations. Otherwise, we will retain and use your information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements. We have a data retention and destruction plan that dictates the policies and procedures related to deletion and/or destruction of all information/data.

Third Party Contractors And Other Data Processors:

We may appoint subcontractor data processors as required to deliver the services, such as, without limitation, IT systems or software providers, IT Support service providers, and document and information storage providers, who will process PII on our behalf and at our direction. We conduct an appropriate level of due diligence and put in place contractual documentation in relation to any sub-contractor to ensure that they process PII appropriately and according to our legal and regulatory obligations.

Changes To This GDPR Privacy Notice:

We may make changes to this GDPR Privacy Notice from time to time, to reflect changes in our practices. We may also make changes as required to comply with changes in applicable law or regulatory requirements. Where we materially change this Privacy Notice, we will take steps to notify you (such as by posting a notice on the Website or via email), and where required by applicable law to obtain your consent.

Privacy Questions And Contacting Us:

If you have any questions or concerns about our Privacy Policy or data processing, please contact us at

Contact Us:

nami@namiwisconsin.org

(608) 268-6000

4233 W Beltline Hwy

Madison, WI 53711

Changes To Our Privacy Policy:

We reserve the right to revise this Privacy Policy at any time. Please check back regularly to see if there have been any changes to this policy, which you can determine by reviewing the Effective Date listed below. By continuing to use the Website after those changes become effective, you consent and agree to be bound by the revised Privacy Policy.

Privacy Policy Effective Date:

This Privacy Policy is effective as of October 8th, 2020