

PRIVACY POLICY

Effective Date: August 17, 2023

ICON for Illini, LLC (“ICON”) respects your privacy and we are committed to protecting it through our compliance with this Privacy Policy.

This Privacy Policy describes the types of information we may collect from you or that you may provide when you visit the website www.iconforillini.com (our “Website”) including any applications, content, functionality, and services offered on or through the Website (together with the Website, the “Services”), whether as a guest or a registered user, and our practices for collecting, using, maintaining, protecting, and disclosing that information.

It does not apply to information collected by:

- Us offline or through any other means, including on any other website operated by ICON or any third party; or
- Any third party, including through any application or content (including advertising) that may link to or be accessible from or on the Services.

Please read this Privacy Policy carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, your choice is not to use our Services. By accessing or using the Services, you agree to this Privacy Policy. This Privacy Policy may change from time to time, as described herein. Your continued use of the Services after we make changes is deemed to be acceptance of those changes, so please check the Privacy Policy periodically for updates.

1. Information We Automatically Collect

Categories of Information.

We and our third-party service providers (including any third-party content, advertising, and analytics providers) automatically collect certain information from your device or web browser when you interact with the Services to help us understand how our users use the Services and to target advertising to you (collectively, “Usage Data”). For example, Usage Data may include your location, IP address, mobile device identifier or other unique identifier, browser and computer type, Internet service provider used, clickstream information, access time, the webpage you came from, the URL you go to next, the webpage(s) that you access during your visit and your interaction with content or advertising on the Services. We may contract with third parties to collect this information on our behalf for analytics purposes.

Purposes of Collection.

We and our third-party service providers may use such Usage Data for a variety of purposes including to diagnose problems with our servers and software, to administer the Services, to gather demographic information and to target advertising to you on the Services and elsewhere online. Accordingly, our third-party advertising networks and ad servers will also provide us with information, including reports that will tell us how many ads were presented and clicked on the

Services in a manner that does not identify personally any specific individual. The Usage Data we collect is generally non-identifying, but if we associate it with you as a specific and identifiable person, we will treat it as Personal Data (as defined herein).

Technologies for Collection.

Our Services use tracking technologies, such as cookies, local storage, and pixel tags. Cookies and local storage are small files containing a string of characters that is sent to your computer's browser and stored on your device when you visit a website. Cookies and local storage may be set and accessed on your computer. Upon your first visit to the Services, a cookie or local storage will be sent to your computer to uniquely identify your browser. You can reset your browser to refuse all cookies or to indicate when a cookie is being sent; however, if you reject cookies, you may be unable to access certain parts of our Services.

Our Services use the following types of tracking technologies for the purposes set out below:

- **Analytics and Performance Cookies.** These cookies are used to collect information about traffic to our Services and how users use our Services. The information gathered does not identify any individual visitor. The information is aggregated and anonymous. It includes the number of visitors to our Services, the websites that referred them to our Services, the pages that they visited on our Services, what time of day they visited our Services, whether they have visited our Services before, and other similar information. We use this information to help operate our Services more efficiently, to gather broad demographic information and to monitor the level of activity on our Services.
- **Essential Cookies.** These cookies are essential to provide you with the Services and to enable you to use their features. For example, they allow you to log in to secure areas of our Services and help the content of the pages you request load quickly. Without these cookies, the Services cannot be provided, and we only use these cookies to provide you with those Services.
- **Functionality Cookies.** These cookies allow our Services to remember choices you make when you use our Services, such as remembering your language preferences, remembering your login details, remembering which polls you have voted in and in some cases, to show you poll results, and remembering the changes you make to other parts of our Services which you can customize. The purpose of these cookies is to provide you with a more personal experience and to avoid you having to re-enter your preferences every time you visit our Services.
- **Social Media Cookies.** These cookies are used when you share information using a social media sharing button or "like" button on our Services or you link your account or engage with our content on or through a social networking website such as Facebook, Twitter, Instagram or others. The social network will record that you have done this and collect information from you which may be your Personal Data.
- **Targeted and advertising cookies.** These cookies track your browsing habits to enable us to show advertising which is more likely to be of interest to you. These cookies use information about your browsing history to group you with other users who have similar interests. Based on that information, and with our permission, third-party advertisers can

place cookies to enable them to show ads which we think will be relevant to your interests while you are on third-party websites.

- **Flash Cookies.** A Flash cookie is a data file placed on a device via the Adobe Flash plug-in that is built into or downloaded by you onto your device. Flash cookies are used for various purposes, including, without limitation, enabling a Flash feature and remembering your preferences.
- **Pixel Tags.** We also use pixel tags, which are small graphic files that allow us and third parties to monitor the use of the Services and collect Usage Data. A pixel tag can collect information such as the IP address of the computer that downloaded the page on which the tag appears; the URL of the page on which the pixel tag appears; the time (and length of time) the page containing the pixel tag was viewed; the type of browser that retrieved the pixel tag; and the identification number of any cookie previously placed by that server on your computer. We use pixel tags, either provided by us or by our third-party advertisers, service providers and ad networks, to collect information about your visit, including the pages you view, the links you click and other actions taken in connection with our sites and Services and use them in combination with our cookies to provide offers and information of interest to you. Pixel tags also enable ad networks to serve targeted advertisements to you when you visit the Services or other websites.

2. Information We Collect from You

When you use the Services, you may provide us with information by which you may be personally identified, such as name, postal address, e-mail address, telephone number, and other identifiers (“Personal Data”).

We use your Personal Data to fulfill your requests for products and services, to improve our Services, to contact you from time to time, with your consent, about us and our products and services, and as otherwise described in this Privacy Policy.

We refer collectively to all information we collect that is not Personal Data, including non-identifying Usage Data, demographic data and de-identified Personal Data, as Non-Personal Data. If we combine Non-Personal Data with Personal Data, we will treat the combined information as Personal Data under this Privacy Policy.

Personal Data, Non-Personal Data, and User Submissions are referred to in this Privacy Policy collectively as “User Information.”

When We Collect Personal Data

We may collect Personal Data or other User Information from you in the following circumstances:

- If you register for an account with us;
- If you choose to enter contests, sweepstakes, competitions, participate in surveys, subscribe to newsletters, comment articles, use message boards, chat rooms, and other interactive areas, submit ratings and reviews, or save articles or other content on our Services;

- If you contact us, including for customer support, or direct a request or inquiry to us; or
- If you submit a job application to us.

Types of Information We Collect

We may collect the following User Information:

Contact Data. We may collect your first and last name, email address, postal address, phone number, and other similar contact data.

Credentials. We may collect passwords, password hints, and other information for authentication and account access.

Demographic Data. We may collect demographic information including your age, gender, and state or country.

Payment Data. We (through our payment processor) may collect data necessary to process your payment if you make a purchase.

Profile Data. We may collect your username, interests, favorites, and other profile data.

Recipient Data. We may collect data about your chosen recipient in order to fulfill a request by you, such as fulfilling a gift subscription for someone else. By using this functionality, you acknowledge and agree that both you and your recipient are based in the U.S. and that you have your recipient's consent for us to use their contact information to fulfill your request.

Content. We may collect the content of messages you send to us, such as feedback and product reviews you write, or questions and information you provide to customer support. We also collect the content of your communications as necessary to provide you with the services you use.

Resume Data. We may collect data to consider you for a job opening if you submit an application to us, including your employment history, writing samples, and references.

Survey Data. We may also survey visitors about various topics, including events and experiences, media consumption preferences and how we can improve our Services.

3. Information We Receive from Other Sources

We may supplement the information we collect with outside records in order to learn more about our users, to better tailor the content and offers we show you, and for other purposes. We may receive this information about you from public sources or third parties, including without limitation consumer data resellers, social networks, and advertisers that demonstrate collection complaint with applicable privacy laws. We may combine the information we receive from those other sources with information we collect through the Services. In those cases, we will apply this Privacy Policy to the combined information.

4. How We Use Your Information

We use the information we collect, including Personal Data and Usage Data:

- to enable you to use our Services, to create an account or profile, to process information you provide via our Services and to process your transactions;
- to provide related customer service and care, including responding to your questions, complaints, or comments and sending surveys and processing survey responses;
- to process your requests, purchases, transactions, and payments and prevent transactional fraud;
- to carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection;
- to provide you with information, products, or services that you have requested;
- to provide you with information, products, or services that we otherwise believe will interest you, including special opportunities from us and our third-party partners;
- to receive and process job applications for jobs with us;
- to tailor content, recommendations, and advertisements we and third parties display to you, both on the Services and elsewhere online;
- for internal business purposes, such as to improve our Services and content;
- to administer and process contests, sweepstakes, promotions, conferences and special events;
- to contact you with administrative communications and, in our discretion, changes to our Privacy Policy, Terms and Conditions, or any of our other policies;
- to comply with regulatory and legal obligations;
- to respond to law enforcement requests and as required by applicable law, court order, or governmental regulations;
- for any other purpose with your consent;
- to help maintain the safety, security, and integrity of our services, products databases and other technology assets, and business.
- for testing, research, analysis, and product development, including to develop and improve our products and services.
- to evaluate or conduct a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of ICON's assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which User Information held by ICON about our users is among the assets transferred; and

- for purposes as disclosed at the time you provide your information and as further described in this Privacy Policy.

5. How We Disclose Your Information

Generally

We disclose Non-Personal Data, including non-identifiable Usage Data, de-identified Personal Data and aggregated user statistics, with third parties in our discretion. We also disclose User Information with our affiliates and subsidiaries. We disclose User Information, including Personal Data, as otherwise described in this Privacy Policy, and under the following circumstances.

Service Providers

From time to time, we enter into relationships with third parties who provide services to us (for example, analytics and research companies, advertisers and ad agencies, data management and storage services, payment processing services, merchandise sales facilitators, sweepstakes or contest prize fulfillment, etc.). We disclose your information with these third parties for the purposes of facilitating these services and your requests and in connection with tailoring advertisements, measuring and improving our Services and advertising effectiveness, and other enabling enhancements. These service providers are only permitted to use your Personal Data to the extent necessary to enable them to provide their services to us.

Operational Providers

For your convenience, we may provide the opportunity to purchase certain goods, merchandise and services through the Services (including, without limitation, retail purchases, print and digital magazine subscriptions and special event tickets). Companies other than ICON, its parents, partners, affiliates or subsidiaries may process these transactions. We call these companies operational providers. If you choose to use these optional services, our operational providers will request your Personal Data to fulfill your order or request. The voluntary submission of your Personal Data to these operational providers, including your order or request, will be governed by the specific provider's terms of use and privacy policies. To facilitate an order or request from you, we may disclose your Personal Data with the provider. The operational provider may also disclose your Personal Data and information about your purchases with us. We encourage you to read an operational provider's privacy policy to determine the extent of use and disclosure of your Personal Data collected online. We are not responsible for the collection, use and disclosure practices of operational providers, nor are we responsible or liable for their services.

Third-Party Direct Marketing

We may disclose your User Information with third parties for our own direct marketing purposes (for example, email blasts, special offers, discounts, etc.). If you have not opted out of us sharing your information with third parties for marketing purposes, we may also disclose your User Information (including Personal Data) with third parties for their own direct marketing purposes. Please note, messages delivered from a third-party will subject you to the third-party's privacy policy.

Third Party Features

We may allow you to connect our Services to a third party service or offer our Services through a third party service (“Third Party Features”). If you use a Third Party Feature, both we and the applicable third party may have access to and use information associated with your use of the Third Party Feature, and you should carefully review the third party’s privacy policy and terms of use. Some examples of Third Party Features include the following:

Logging-In. You may choose to log in, create an account or enhance your profile on the Services through the Facebook Login feature. By doing this, you are asking Facebook to send us certain information from your Facebook profile, and you authorize us to collect, store, and use in accordance with this Privacy Policy any and all information available to us through the Facebook interface.

Brand Pages. We offer our content on social networks such as a Facebook, Twitter, and Instagram. Any information you provide to us when you engage with our content (such as through our brand page) is treated in accordance with this Privacy Policy. Also, if you publicly reference our Website on a third party service (e.g., by using a hashtag associated with us in a tweet or post), we may use your reference on or in connection with our Services.

Change of Control

We may disclose your User Information to a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of ICON’s assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which User Information held by ICON about our users is among the assets transferred.

Other Disclosures

We reserve the right, and you hereby expressly authorize us, to disclose User Information: (i) in response to subpoenas, court orders, or legal process, or to establish, protect, or exercise our legal rights or defend against legal claims; (ii) if we believe it is necessary in order to investigate, prevent, or take action regarding illegal activities, fraud, or situations involving potential threats to the safety of any person or property; (iii) if we believe it is necessary to investigate, prevent, or take action regarding significant abuse of the Services infrastructure or the Internet in general (such as voluminous spamming, denial of service attacks, or attempts to compromise the security of information); (iv) to protect and defend our legal rights or property, our services or their users, or any other party, and to protect the health and safety of our users or the general public; and (v) to our parent company, affiliates, subsidiaries, joint ventures, or other companies under common control with us (in which case we will require such entities to honor this Privacy Policy).

6. How We Respond to Do Not Track Signals

Internet browsers can be configured to send “Do Not Track” signals to the online services that you visit. Like many websites and online services, the Services do not alter their practices when they receive a “Do Not Track” signal from a visitor’s browser.

7. Advertising

Generally

We use other companies to serve third-party advertisements when you visit and use the Services. These companies collect and use click stream information, browser type, time and date, subject of advertisements clicked or scrolled over during your visits to the Services and other websites in order to provide advertisements about goods and services likely to be of interest to you. These companies typically use tracking technologies to collect this information. In addition, we may disclose with these third parties Personal Data that you voluntarily provide to us, such as an email address, in response to an advertisement or sponsored content link.

Targeted Advertising

In order to serve offers and advertisements that may be of interest to our users, we display targeted advertisements on the Services, or other digital properties or applications in conjunction with our content, based on information provided to us by our users and information provided to us by third parties that they have independently collected.

Your Ad Choices

Some of the third-party services providers and/or advertisers may be members of the Network Advertising Initiative (NAI) or the Digital Advertising Alliance (DAA) Self-Regulatory Program for Online Behavioral Advertising. You can opt out of receiving targeted ads from members of the NAI on the NAI's website (thenai.org/opt-out/) and from members of the DAA on the DAA's website (optout.aboutads.info/). Please note opting out through these mechanisms does not opt you out of being served advertising. You will continue to receive generic ads while online or on your device.

8. Choice/Opt-Out From Communications

We offer you the opportunity to manage your communications from us. Even after subscribing to one or more newsletters and/or opting in to one or more offers to receive marketing and/or promotional communications from us or our third-party partners, users may elect to modify their preferences by following the "Communications Preferences" and/or "Unsubscribe" link provided in an email or communication received. You may also be able to change your preferences by updating your profile or account, depending on which of our Services you are using.

Please be aware that if you wish to remove yourself from a newsletter and/or other marketing emails from third parties that you consented to through the Services, you must do so by contacting the relevant third-party.

Even if you do opt-out of marketing emails, we reserve the right to send you transactional and administrative emails including those related to the Services, service announcements, notices of changes to this Privacy Policy or other Services policies, and to contact you regarding any goods or services you have ordered.

9. Security

We have implemented commercially reasonable and appropriate technical and organizational security measures to help protect your Personal Data from accidental or unlawful destruction, loss, alteration, misuse, or unauthorized access or disclosure; unfortunately, however, no data transmission over the

Internet can be guaranteed to be 100% secure. As a result, while we strive to protect your Personal Data, we cannot guarantee its security. You use the Services and provide us with information at your own risk. If you have reason to believe that your interaction with us is no longer secure (for example, if you feel that the security of any account you have with us has been compromised), please immediately notify us of the problem by contacting us using the details in the Contact Us section below.

10. Links

The Services may contain links to other websites that we do not control, and the Services contain videos, advertising and other content hosted and served by third parties. We are not responsible for the content or privacy and security practices and policies of these third parties or any other sites that are linked to from our Services, or any damage to, or viruses that may infect your computer equipment or other property, or for any loss or corruption of data resulting from any third party website navigated to or accessed from links hosted on or contained in our Services.

11. Children's Privacy

Our Services are not intended for children under 18 years of age. No one under age 18 may provide any Personal Data to or on the Services. We do not knowingly collect Personal Data from children under 18. If you are under 18 do not use or provide any information on our Services or through any of its features, register through the Services, make any purchases through the Services, use any of the interactive or public comment features of these Services, or provide any information about yourself to us, including your name, address, telephone number, email address, or any screen name or user name you may use. If we learn we have collected or received Personal Data from a child under 18 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 18, please contact us via ADMIN@ILL-ICON.COM.

12. Sensitive Personal Data

We ask that you not send us, and you not disclose, any sensitive Personal Data (for example, social security numbers, information related to racial or ethnic origin, political opinions, religion or other beliefs, health, biometrics or genetic characteristics, criminal background or trade union membership) on or through the Services or otherwise to us. If you send or disclose any sensitive Personal Data to us or the public through the Services, you consent to our processing and use of such sensitive personal data in accordance with this Privacy Policy. If you do not consent to our processing and use of such sensitive Personal Data, you must not submit such content to our Services, and you must contact us to make us aware immediately.

13. Changes

We may update this Privacy Policy from time to time in our discretion and will notify you of any material changes to the way in which we treat Personal Data by posting an updated policy on the Website. Any updated version of this Privacy Policy will be effective immediately upon the posting of the revised Privacy Policy unless otherwise specified. Your continued use of the Services after the effective date of the revised Privacy Policy (or such other act specified at that time) will constitute your consent to those changes.

14. Contact Us

If you have any questions about this Privacy Policy, please feel free to contact us via ADMIN@ILL-ICON.COM.