

Voter's Edge Candidate Portal Privacy Policy

Last Updated October 22, 2020

- **Overview**
- **Information We Collect**
- **How We Use the Information We Collect**
- **How We Share the Information We Collect**
- **Cookies**
- **Security**
- **Deletion of Your Data**
- **Updates to This Privacy Policy**
- **Contact Information**

Overview

Voter's Edge takes your privacy seriously. Voter's Edge is a non-profit project that will never sell your information to third parties. We are committed to protecting your privacy in accordance with all applicable laws and regulations.

This Privacy Policy is a binding agreement between you and Voter's Edge (a project of MapLight and in partnership with the League of Women Voters of California Education Fund for Voter's Edge California) regarding the use of the Voter's Edge website (located at votersedge.org) and associated services ("VE," the "Platform", the "Service", or the "Site"). Please read this Privacy Policy before using or submitting content in any form or medium.

The terms "we", "us", and "Voter's Edge" refers to the partnership between MapLight, a California-based 501(c)(3) organization with its headquarters in Berkeley, California, and the League of Women Voters of California Education Fund, a California-based 501(c)(3) organization with its headquarters in Sacramento, California.

If you do not agree with this Privacy Policy, do not use or access the Service for any purpose.

A link to a Portable Document Format (PDF) version of the policy can be found at <https://votersedge.org/ca/page/candidate-privacy-policy-pdf>.

Information We Collect

VE collects personal information to facilitate your use of the VE Service. "Personal Information" means information that identifies or is reasonably capable of identifying an individual, directly or indirectly, and information that is being associated with an identified or reasonably identifiable individual.

Personal Information That We Collect Directly From You

Through your use of the Service, the following personally identifiable information may be collected. Please be advised that your Personal Information will be utilized by this Service.

Information actively collected through the Service includes:

<p>Information Collected from the Initial Google Form to Verify Candidates and Create Accounts</p>	<p>Voter's Edge collects the following categories of Personal Information:</p> <ul style="list-style-type: none"> • Full name; • County in which you are running for office; • Office that you are running for; • Email address; • Option to publish email address to Voter's Edge Candidate profile ("Yes" or "No" selection); • Phone number (optional); • Response to question "How can we help you?" to effectuate VE helping a Candidate: <ul style="list-style-type: none"> ○ Request for Candidate login credentials; ○ Response to receipt of an email from a VE volunteer to open and account; ○ Request from a Candidate to submit information about their candidacy where a blank profile exists; or ○ Other (Free form response).
<p>Information Collected Directly by Voter's Edge Candidate Forms (Required Items)</p>	<p>Voter's Edge collects the following required categories of Personal Information:</p> <ul style="list-style-type: none"> • Account information, including: <ul style="list-style-type: none"> ○ Name; ○ Email address; ○ Username; and ○ Password. • Information related to the Candidate, including: <ul style="list-style-type: none"> ○ Candidate's name as it will appear on the ballot; ○ Profession; and ○ Candidate priorities.
<p>Information Collected Directly by Voter's Edge Candidate Forms (Optional Items)</p>	<p>Voter's Edge collects the following optional categories of Personal Information:</p> <ul style="list-style-type: none"> • Photo of Candidate's face uploaded to

	<p>VE website;</p> <ul style="list-style-type: none">• Additional Items, including:<ul style="list-style-type: none">○ Extended biography- Free form response from Candidate; and○ Political philosophy – Free form response from Candidate.• Information Related to Education, including (multiple entries possible):<ul style="list-style-type: none">○ Degree;○ Subject;○ Institution; and○ Last Year Attended.• Information Related to Public Service, including (multiple entries possible):<ul style="list-style-type: none">○ Selection method of candidate (elected or appointed);○ Title;○ Name of the representative body;○ Start year; and○ End year.• Information Related to Employment, including (multiple entries possible):<ul style="list-style-type: none">○ Title;○ Employer;○ Start year; and○ End year.• Information Related to Activities, including (multiple entries possible):<ul style="list-style-type: none">○ Role;○ Organization;○ Start year; and○ End year.• Information Related to Contact Information, including:
--	--

	<ul style="list-style-type: none"> ○ Private physical address; ○ Public physical address; ○ Private phone numbers; ○ Public phone numbers; ○ Fax numbers; ○ Private email addresses; ○ Public email addresses; ○ Websites; ○ Links to social media sites, including Facebook and Twitter; ○ Campaign name; and ○ Campaign type. <ul style="list-style-type: none"> ● Information Related to Answers, including: <ul style="list-style-type: none"> ○ Free form responses to questions that may be posed to all candidates in a given electoral contest. <ul style="list-style-type: none"> ● Information Related to Endorsements, including: <ul style="list-style-type: none"> ○ Name of person or organization that has endorsed the Candidate; ○ Selected order of endorsement on the VE website; and ○ Selection of featured endorsements. <ul style="list-style-type: none"> ● Information Related to Position Papers, including: <ul style="list-style-type: none"> ○ Title (description of the overall topic or topics of the paper); ○ Summary (brief description of what the position paper will cover); and ○ Paper (full text of the position paper). <ul style="list-style-type: none"> ● Information Related to Videos, including: <ul style="list-style-type: none"> ○ Type of Video (Candidate Experience or Policy Position);
--	--

	<ul style="list-style-type: none"> ○ Topic of the Video; ○ Title of the Video; ○ Source of the Video; ○ Description of the Video's content; ○ Link to the Video.
--	---

VE may collect the following categories of information from you in your use of the VE Service:

- IP Address;
- Operating System;
- Browser information, identifying the type of Internet browser you are using;
- Internet Service Provider;
- Geographic information;
- The type of device you are using to access the Service;
- Information pertaining to your mobile device, such as mobile device crash information;
- The location and language of the device;
- Components of your device, such fingerprint or facial recognition sensors and features;
- Date and time of access of the Service;
- Features that were used during your access of the Service;
- The length of your use of the Service;
- The links you click and the pages you visit within the Service; and
- The pages you review before and after you leave the Service.

How We Use the Information We Collect

The Personal Information we collect and the practices described above are done in an effort to provide you with the best experience possible, protect you from risks related to improper use and fraud, and help us maintain and improve VE's Service. We may use your Personal Information to:

- **Provide you with the VE Service.** VE uses your Personal Information to provide you with our Service pursuant to the terms of our Terms of Use: <https://votersedge.org/ca/page/candidate-terms-of-use-pdf>
- **Comply with legal and regulatory requirements.** VE processes your Personal Information as required by applicable laws and regulations.
- **Protect the security and integrity of the Service.** VE uses your Personal Information to further enhance our data security practices.
- **Provide you with customer support.** VE processes your Personal Information anytime that you reach out to Customer Support with issues arising from your use of the Service.

- **Optimize and enhance the Service.** VE uses your Personal Information to understand how the Service is being used to help us improve the Service.
- **Other business purposes.** VE may use your information for additional purposes if that purpose is disclosed to you before we collect the information or if we obtain your consent.

How We Share the Information We Collect

VE will not share your Personal Information with third parties, except as described below.

- **Third-Party Service Providers.** VE may share your Personal Information with third-party service providers for business or commercial purposes. Your Personal Information may be shared so that they can provide us with services, including identity verification, fraud detection and prevention, security threat detection, customer support, data analytics, Information Technology, advertising, marketing, data processing, network infrastructure, and storage. VE may share your Personal Information with these service providers only so that they can provide us with services, and we prohibit our service providers from using or disclosing your Personal Information for any other purpose. Specifically, with VE, Google Analytics and Google Forms are used.
 - VE uses Google Analytics to collect anonymized information on user demographics and interests to help measure our impact and effectiveness. Google Analytics uses cookies and anonymous identifiers to produce these anonymized reports. If you wish to opt-out and prevent your non-personally identifiable from being used by Google Analytics, you may do so here. The VE address look-up tool is powered by Google's Open Civic API.
 - VE uses Google Forms to manage Candidate intake.
 - Please review Google's Privacy Policy at <https://policies.google.com/privacy?hl=en-US> for further information.
 - VE does not have any legal or other responsibility for your use of Google's products or services.
- **Law Enforcement.** VE may be compelled to share your Personal Information with law enforcement, government officials, and regulators.
- **Corporate Transactions.** VE may disclose Personal Information in the event of a proposed or consummated merger, acquisition, reorganization, asset sale, or similar corporate transaction, or in the event of a bankruptcy or dissolution.
- **Professional Advisors.** VE may share your Personal Information with our professional advisors, including legal, accounting, or other consulting services for purposes of audits or to comply with our legal obligations.

- **Consent** VE may share or disclose your information with your consent.

If VE decides to modify the purpose for which your Personal Information is collected and used, we will amend this Privacy Policy.

Cookies

VE may use cookies, pixel tags (also known as web beacons and clear GIFs), and other similar technologies to measure and track general user activities on VE.

When you access VE, we may make use of the standard practice of placing tiny data files called cookies, flash cookies, pixel tags, or other tracking tools (herein, “Cookies”) on your computer or other devices used to visit VE. We use Cookies to help us recognize you as a customer, collect information about your use of the VE Service to better customize our services and content for you, and collect information about your computer or other access point.

Please note that if you reject cookies, you will not be able to use some or all of the VE Service.

Security

VE seeks to use reasonable organizational, technical, and administrative measures to protect your information within our organization from loss, misuse, unauthorized access or disclosure, alteration, and/or destruction. We take reasonable steps to ensure that all data we process is reliable for its intended use, accurate, complete and current to the extent necessary for the purposes for which we use it. Unfortunately, no data transmission or storage system can be guaranteed to be 100% secure. If you have reason to believe that your interaction with us is no longer secure, please immediately notify us of the problem.

Deletion of Your Data

VE respects your right to delete your data. You may submit a request that VE delete the personal information that we have about you by emailing privacy@maplight.org.

Please be advised that VE will **only** delete your personal information from its back-end database. All public profiles for candidates **will remain live** on the VE Site and will not be deleted.

Updates to This Privacy Policy

VE may revise this Privacy Policy from time to time. The most current version of the Privacy Policy will govern our collection, use, and disclosure of information about you and will be located at <https://votersedge.org/ca/page/candidate-privacy-policy-pdf>.

If VE makes material changes to this Privacy Policy, we will notify you by email or by posting a notice on our website prior to or on the effective date of the changes. By continuing to access or use the Service after those changes become effective, you acknowledge the revised Privacy Policy.

Contact Information

If you have questions or concerns regarding this policy or our processing of your Personal Information, please feel free to contact VE through the following:

Email: privacy@maplight.org

Address:

2223 Shattuck Avenue
Berkeley, CA 94704