

# Privacy Notice

## Our Privacy Notice

**Last Updated: September 29, 2025**

GoFundMe Inc. together with its affiliates and subsidiaries, including GoFundMe Ireland, Limited (collectively, “GoFundMe” “we,” “our,” and “us”) provide this Privacy Notice (“Notice”) to explain how we collect, use, and disclose information about you when you interact with us offline and on any products or services on which we make this Notice available. The “Services” refers to all the products and services that we offer, including for example, when you use our mobile applications; raise funds or otherwise use any services on GoFundMe or GoFundMePro; or donate to one of our non-profit customers through our suite of online fundraising tools, services, and technology solutions provided by GoFundMe to nonprofits (“GoFundMe Pro Software”).

Depending on the context, “you” might be a User or a GoFundMe Pro Client:

- **Users.** Our users on GoFundMe.com who donate, start fundraisers, are beneficiaries or otherwise interact with the Services or our users who donate or fundraise through the GoFundMe Pro Software used on our customer’s websites with whom we have a direct relationship when we collect their information under this Notice.

- **GoFundMe Pro Clients.** Our customers that are non-profit organizations (“NPOs”) and that use our GoFundMe Pro Software, and their employees, contractors, and other authorized representatives.

Before you access, use, or submit any information through or in connection with the Services, please carefully review this Notice. By using any part of the Services, you acknowledge that you have read and understood that we may collect, use, and disclose information about you as outlined in this Notice. To the extent allowed by law, the English version of this Notice is binding, and its translations in other languages are for convenience only; in case of discrepancies between the English version of this Notice and its translations, the English version shall prevail.

This Notice does not cover the privacy practices of (i) organizers of GoFundMe fundraisers (collectively, “Organizers”), (ii) beneficiaries of fundraisers (collectively, “Beneficiaries”), or (iii) GoFundMe Pro Clients. We are not responsible for the privacy practices of Organizers, Beneficiaries, or GoFundMe Pro Clients, and their handling of your information may be subject to their own privacy statements.

This Notice also does not apply when we act as a “processor” or “service provider” on behalf of GoFundMe Pro Clients, nor does it apply when we receive donor information from a GoFundMe Pro Client to provide the Services, without having a direct relationship with the donors themselves. In those circumstances, we process information about these donors on behalf of the GoFundMe Pro Client, and these Users should consult the privacy statement of the respective GoFundMe Pro

Client they donated to for information on their privacy practices.

If you are a resident of California, the California Consumer Privacy Act of 2018 provides you with additional rights. Please view our "[California Consumer Privacy Act Notice](#)" to learn more. For any other specific US state privacy law-related matters, please refer to the sections below titled "[Regional Privacy Disclosures](#)" and "[Your Privacy Rights](#)".

## **GOFUNDME IS A PUBLIC PLATFORM**

Some parts of GoFundMe are public and can be viewed by anyone, even if they don't have an account. When you submit information or content such as photos and videos to GoFundMe to be posted on a public part of the Services, like fundraiser pages, forums or comment sections, that information and content may be visible to anyone, including public visitors and Users of our Services. The content and information may also be available in search results through search engines like Google. Please note that information you choose to share publicly is not subject to the same legal protections that apply to non-public personal data under certain data protection laws. We encourage you to consider what personal details you include in publicly available content. By using the Services, and posting to public-facing portions of the Services, you are directing us to share certain information publicly and freely.

Your GoFundMe account may include a profile page that may be publicly visible, if you choose to do so. You can control whether your profile is public or private in your Account settings.

## **INFORMATION WE COLLECT**

As further described below, we collect information in multiple ways, including when you provide information directly to us, when we collect information about you from other parties, and when we automatically collect information from your browser or device (e.g., by logging how you interact with our Services).

### **A. Information That You Provide Directly to Us or Our Vendors:**

#### **I. Information Directly Collected**

We and our vendors may collect information from you directly in various ways, such as when you:

- Open an account or otherwise access, use, interact, or register for the Services;
- Create a profile, fundraiser, peer-to-peer, crowdfunding, or team page on the Services or are a beneficiary for any such fundraiser;
- Share a fundraiser or information about an individual or an NPO;
- Link your individual contacts or address book to your GoFundMe account and share information about your contacts on your phone, email, or social media accounts with GoFundMe;
- Create, register for, or purchase tickets to events, and/or other activities, and purchase merchandise;

- Set up withdrawals, transfers, or authorize payment transactions, including automated clearing house (“ACH”) transactions;
- Donate to a fundraiser, organization, or cause, whether online, at events or through the phone;
- Post comments, leave feedback, send thank-you notes, message or otherwise communicate with other Users through our Services;
- Fill out a survey or questionnaire or provide us with feedback regarding the Services;
- Request certain features (e.g., newsletters, updates, and other products);
- Sign up for contests, awards and events hosted by us; or
- Play or share published videos, podcasts or other media content.

The information you provide directly to us or our vendors may relate to you or others and may include, without limitation:

*Account Registration Information:* such as your name, email address, login details, zip code, country, phone number, occupation, and any additional information, such as your profile picture or your date of birth. If you use the Services as an organization (e.g., by claiming your NPO page on [gofundme.com](http://gofundme.com) or as a GoFundMe Pro Client or any other registered non-profit), you may also provide us with your organization’s name, your role/title within the organization, tax identification number, 501(c)3 or tax-exempt status, and other information about your organization such as its logo and mission statement.

*Contact Information:* If you choose to sync your contact list, GoFundMe may use such information in accordance with the consent you provide to us, which may include information such as the names, emails, photos and phone numbers of people saved on your mobile device or in your contact list on social media platforms. We may also use this information, along with information collected from your use of our Services or other platforms (where permitted), for purposes such as suggesting individuals you may want to connect with to support fundraisers. For example, we may recommend people you could reach out to based on shared connections, similar profile information, your employment at the same company or within the same industry, or attendance at the same school.

*Fundraiser Information:* such as a fundraiser title, location, fundraiser category, images, videos, description and goal(s) for your fundraiser.

*Financial Information:* such as payment account details for withdrawals, billing information and other payment information for donations, including any saved payment methods.

We use third-party payment processors to process financial information. For example, we use Stripe, Adyen and PayPal for payments, analytics, and other business services. These payment processors may collect personal data, including through cookies and similar technologies. The personal data they collect includes transactional data, identifying information about you, and information about the devices that you use to access their services. They use this data to operate and improve the services provided to us, including fraud detection, loss

prevention, authentication, and performance analytics. They operate both as processors for us and independent controllers for the information they collect directly from you.

To learn more about how these payment processors handle your personal data, you can visit their privacy policies:

- Stripe: <https://stripe.com/privacy>.
- Adyen: <https://www.adyen.com/policies-and-disclaimer/privacy-policy>.
- PayPal: <https://www.paypal.com/us/legalhub/paypal/privacy-full>.

## **II. Publicly Available and Non-Publicly Available Communications and Content**

We may collect information that you share such as comments, feedback, thank-you notes or other communications with other Users through our Services. Any such content that you choose to post on publicly available pages through our Services is available to the public by default. Please remember that any information that is disclosed becomes public information and can be viewed, used, or shared by others, including us. Take care not to disclose information about yourself unless you intend for that data to become public. Please also be considerate and respectful of others while using the community to publish your opinions. We reserve the right, but do not have the obligation, to review and monitor publicly-available content, non-publicly available communications between Users, and any other content made on or through our Services that may be used for internal analytics, and to remove

postings or content that may be viewed as inappropriate or offensive.

### **III. Information about Yourself and Others, Including Sensitive Information**

We may collect information about a fundraiser, including the beneficiary of a fundraiser, fundraiser goals, and other information you choose to provide, which may include information about situations or other circumstances that motivate a fundraising request. This information may include personal or sensitive details, depending on the information you choose to share, such as political opinions, race, ethnicity, health information, or religious beliefs. If you post this information in a fundraiser, you choose to provide such information to be published publicly in relation to your fundraiser, donation, or otherwise. Subject to applicable law, GoFundMe may process or use any information that has manifestly been made public, including information about you or others that reveals sensitive information.

If you provide us with information about others, like by sharing your contacts list or address book with us, you acknowledge and agree that you have the authority and consent of the relevant other parties for us to access, disclose, and use the relevant data, and that you have notified the other parties and informed them of how their information is collected and used by us to provide the Services. We reserve the right to identify you as the person who has made the referral in any messages that are sent to them.

If you do not create a GoFundMe account or otherwise use our Services, your information might still be collected through features like when a User shares their contact list.

#### **IV. Chats and Other Communications with Us**

We may collect information for troubleshooting or support services when you call or chat with us. We may engage vendors to provide certain features, such as chat features (including AI chatbots) on our Services. Your use of these features is voluntary, and we (and our vendors) may record your calls with our support service and retain the transcripts or call recordings including for training and quality assurance purposes. For example, we may offer an interactive chat feature on the Services for customer service purposes or as an interactive “coach” to help you launch your fundraiser or attract more donors. We would ask that you take care not to send financial or health information, data about minors without their parent or guardian’s consent, or other sensitive personal data to us through our chat services or other means. When you provide such information to us directly, we will only process this information if we have a legal basis for doing so. We collect the information listed in this section for the purposes described below in the sections “Our Use of Information Collected” and “Our Disclosure of Information Collected About You.”

#### **V. Biometric Information**

We sometimes engage vendors to collect biometric information for identity verification, regulatory compliance, and fraud prevention purposes. We or the vendors we engage may collect a copy of your government-issued ID (i.e., your driver’s

license, state ID card, or passport) and a scan of the picture on your government-issued ID for identification purposes. Our vendors may, with your consent, employ facial recognition technology to verify your identity and share the results of their analysis with us, if needed. GoFundMe does not have access to or otherwise collect or maintain any biometric information. Your biometric information will be retained by our vendors in compliance with applicable laws, and subject to their retention and privacy policies.

## **B. Information We Collect from Other Parties:**

### **I. Data Enhancement Information**

GoFundMe uses vendors to improve the quality of our User platform so that we might improve or market our Services to you, for verification, compliance and fraud prevention purposes, and as otherwise described in this Notice. In addition, GoFundMe obtains contact details and other personal information regarding media contacts and influencers from various groups such as Cision and Muck Rack. See the [Cision privacy policy](#) and the [Muck Rack privacy policy](#) for further information.

### **II. Payment Processing Information**

Our payment processors collect and provide certain information about You to us in order for us and them to process any payments you make on GoFundMe, or any money you may be eligible to withdraw. For example, when you donate to a fundraiser or NPO on GoFundMe via ACH using Plaid

Technologies, Inc. (“Plaid”), we may use Plaid to gather certain data from financial institutions, like your name, email, bank information, zip code, and country. By electing to link to Plaid, you (i) grant us and Plaid the right, power, and authority to act on your behalf to access and transmit your personal and financial information from the relevant financial institution and (ii) you agree to your personal and financial information being transferred, stored, and processed by us and Plaid in accordance with this Notice and the [Plaid Privacy Policy](#).

### **III. Account and Profile Information from Third-Party Services**

One of the special features of some of the Services is that they allow you to enable or log into the Services via various applications/services, including social media applications/services, like Facebook, X, LinkedIn, Google or Apple, or to upload videos using YouTube APIs (each and collectively, the “Third-Party Service(s)”).

By directly integrating these Third-Party Services, we aim to make your online experiences richer and more personalized. Some features may also allow you to schedule posts on Third-Party Services through our platform. If you choose to use this scheduling tool, you will have control over when, where, and how posts are published. While we enable you to provide the content for these posts, you can decide whether to use this feature. We will never post on your behalf without you actively setting up and authorizing the post schedule.

To take advantage of these features, we will ask you to provide your credentials for the applicable Third-Party Services in order to log in to our Services. When you add a Third-Party Services

account to the Services or log into the Services using your Third-Party Services account, we will collect the relevant information necessary to enable the Services to access that Third-Party Service. As part of such integration, the Third-Party Service will provide us with access to certain information that you have provided to the Third-Party Service and made available to us based on your privacy settings with the Third-Party Service (for example, your name and photograph, as well as other information that you permit the Third-Party Service to share with us). We will use, store, and disclose such information in accordance with this Notice. However, please remember that the manner in which Third-Party Services use, store, and disclose your information is governed by the policies of such third parties, and GoFundMe shall have no liability or responsibility for the privacy practices or other actions of any Third-Party Services that may be enabled within the Services. For example, if you upload a video onto your fundraiser using the mobile application for the Services, your video will be uploaded using YouTube and subject to Google's Privacy Policy and Terms of Service.

You further acknowledge that if you choose to use this feature, your friends, followers, and subscribers on any Third-Party Services you have enabled may be able to view such activity. For example, if you sign on using Meta, Meta's Privacy Policy and Terms of Service would apply to the data Meta might obtain from your activities on GoFundMe. Similarly, if you sign on using Google, Google's Privacy Policy and Terms of Service would apply to the data Google might obtain from your activities on GoFundMe. Please visit the terms of use and privacy policy of the relevant Third Party Service to learn more

about your rights and choices, and to exercise your choices about those technologies.

### **C. Information That is Passively or Automatically Collected:**

#### **I. Device & Browser Information:**

When you interact with GoFundMe through the Services, we automatically receive and store certain information from devices and browsers that you use to access or view the Services. This information is collected passively and includes your cookie IDs, social network ID, mobile device ID, mobile advertising IDs, the website from which you have come to the Services, and your IP address to estimate your general location (as described further below under "Location Information").

We will also receive information about your browser or device type, operating system, network information, our mobile application's configurations, and other such technical metadata. This information may be used by us and/or our vendors, together with the other information we receive as provided in this Notice, including to recognize your device or browser, to identify you or for fraud detection, fraud prevention or security purposes.

We may also collect information about the photos or videos you upload to our Services. For example, if you upload a photo to the Services, depending on your device settings we may receive the date, time, and location it was taken. We may use this metadata to make inferences about your general location for the purposes described below, as explained in "Our Use of Information Collected" section of this Notice.

## **II. Location Information:**

We may use your IP address to infer the postcode/zip code, city or town, state or province and country of residence. This imprecise location information is used to provide you with an optimized browsing experience, suggest donations or tips to you, to recommend fundraisers or community activities within your general area, and as otherwise set forth in this Notice.

When you use the Services to organize a fundraiser, the Services may require that you provide your postcode/zip code, city or town, and state or province of residence. Please keep in mind that other users of the Services can view your postcode/zip code, city or town, and state or province of residence in connection with the fundraiser.

If you install our mobile application, we may ask you to grant us access to your mobile device's precise geolocation data. If you grant such permission, we may collect information about your precise geolocation, and we may use that information to improve the Services we provide to you, such as providing you with location-based features (e.g., to prepopulate your post code/zip code or to identify fundraisers near you). You may also give us access to your location using the setting configurations on your web browser. Certain devices or operating systems may permit you to opt out of providing your precise geolocation information. Please check your settings if you want to limit such tracking. If you have any questions about the privacy settings of your device or operating system, we suggest you contact the manufacturer of your device or operating system for help.

We may also use your imprecise or precise location information in an aggregate way as described below in the [“Aggregated Data”](#) section.

### **III. Site Usage & Session Information:**

We collect information about your interaction with our Services, including the resources that you access, pages viewed, how much time you spent on a page, and how you reached our website. We may also use session replay technology to collect information on a real-time basis and log the details of your visits to our website and information generated in the course of using our website, such as mouse movements, clicks, taps, swipes, page visits, how long you spent on a page, and other details of your actions on our website, including information you view. We may share this information with our agents/vendors to analyze and organize any collected data on our behalf and at our express direction.

### **IV. Cookies & Other Electronic Technologies:**

Please review the [“Online Analytics and Targeted Advertising”](#) section below as well as our [Cookie Policy](#) for information on the types of cookies and similar technologies that we or our vendors use on the Services, like on our websites and mobile apps, how we use these technologies, and how you can manage your Cookie and mobile privacy preferences.

Some web and mobile device browsers may accept cookies by default. If you prefer, you can usually change your browser to prevent that or to notify you each time a new cookie is set. You can turn off non-essential cookies, but some or all of our

Services may not work as intended. Essential cookies cannot be turned off because they ensure the site works as it should.

As to the information in this “Information That is Passively or Automatically Collected” Section, GoFundMe either stores such information itself or such information is included in databases owned and maintained by GoFundMe, and/or its agents or vendors.

## **OUR USE OF INFORMATION COLLECTED**

GoFundMe uses the information collected from the Services in a manner that is consistent with this Notice. We may use the information that you provide (or otherwise permit the Services to access) for the following purposes:

### **A. Provision of Services**

To provide, operate, and maintain the Services, including to register and maintain your account, add information to your Profile and to facilitate financial transactions. In order to provide certain Services, we would verify your identity, facilitate the Know Your Customer (“KYC”) verification process, and use your information to detect and prevent fraud or other misuses of the Services. We will also use your data to communicate with you for various purposes, including to help you fundraise or donate to a cause, share updates with you, request your feedback or for administrative purposes (e.g., to provide services and information that you request or to respond to comments and questions) regarding the Services.

We may also communicate with you regarding your GoFundMe account by SMS, MMS, or text message. For example, when setting up your GoFundMe account, if you click “Send code”, you agree to receive automated and nonautomated text messages related to your account from or on behalf of GoFundMe at the phone number provided. You can reply STOP to such text messages to cancel, except for automated text messages related to the security of your account. Message frequency will vary. Except when we collect mobile numbers on behalf of GoFundMe Pro Clients on their websites, we do not share mobile phone numbers with any third parties for them to use for their own marketing/promotional purposes. If we intend to share a mobile number in other instances, we will first check with you for any objections before proceeding. We will not use text messaging originator opt-in data or consent for other types of communication (such as email), nor will we share this information with third parties, except as outlined in this Notice. In the event you change or deactivate your mobile telephone number, you agree to promptly update your GoFundMe account information to ensure that your messages are not misdirected. Please note that your wireless service carrier’s standard charges, message and data rates, and other fees may apply where you access the Services through a mobile device. In addition, downloading, installing, or using certain Services on a mobile device may be prohibited or restricted by your carrier, and not all Services may work with all carriers or devices. For more information, please refer to the SMS Terms of Service [here](#).

## **B. Personalization of our Services**

We may use information to analyze, improve, modify, personalize, and measure the Services, including to optimize

our websites, and develop and train our artificial intelligence (“AI”) or machine learning (“ML”) models. We do not use your data to train AI models for the development of general-purpose commercial AI products that are unrelated to the Services.

We may use AI or ML and other analytics tools to further enhance your experience on our platform and to develop the Services. These AI technologies are offered to help Users create, draft and promote fundraisers; create and share posts, photos or videos to share their fundraisers; as a conversational chatbot to assist during the fundraiser creation and management process, or to otherwise optimize their use of our Services to them. We also may use tools to tailor emails to you, make recommendations, highlight causes, fundraisers, and pages likely to interest you, to protect you and your account from misuse, and to make suggestions about prospective donors to your fundraiser and how much you may want to fundraise or donate. If you choose to use the Services, you agree to allow us to use content you’ve shared to refine and train our AI or ML models to enhance the features we offer to you. To support the Services, we may use data to train and refine models that power safety tools, fraud detection, content moderation, customer support, and service improvement.

We may use your data to enhance and provide our Services, so that our Services can be more relevant and useful to you. For example, we may suggest you start a fundraiser for your birthday if you have provided your date of birth to us.

We and our AI vendors may collect and retain transcripts or other data from your interactions with us for training, content

moderation, and quality assurance purposes. When you provide such information to us directly, you consent to the processing of this data by GoFundMe and/or our AI vendors.

We may use the information we collect from you, such as the NPOs or fundraisers you have donated to, the NPOs or fundraisers you have pinned or added to your lists of fundraisers and nonprofits you care about, the causes you have selected to donate to or share, or the people you follow or message, to draw inferences based on your profile and interactions with our Services. These inferences help us personalize your experience. For example, we may infer what you are interested in based on the causes you have donated to and will provide recommendations to you based on these inferences, or we may infer information about the contact list you've shared to suggest more targeted sharing of your fundraiser. In some instances, we may rank content more highly in your feed if it relates to a cause that we infer interests you.

#### **C. Improve our Services for You**

We may use information to develop new products and services and for other research and development;

#### **D. Fraud Detection and Security**

We may use information to maintain the security of your account and any associated fundraisers;

#### **E. Compliance with Legal Obligations**

We may use information to comply with legal obligations, law enforcement requests and legal processes, and to protect our rights, privacy, safety, or property, and/or that of our affiliates, you, or other parties, including to enforce our Terms of Service and any other agreements; and

#### **F. Other Purposes**

We may also aggregate and/or de-identify information collected through the Services. We may use and disclose de-identified or aggregated data for any purpose, including, without limitation, research and marketing purposes. To opt out of suggested donation amounts on our Intelligent Ask Amounts product on our GoFundMe Pro services, you may visit our [opt-out form](#).

### **OUR DISCLOSURE OF INFORMATION COLLECTED ABOUT YOU**

There are certain circumstances in which we disclose information collected about you with certain other parties without further notice to you, as set forth below.

#### **A. Business Transfers:**

As we develop our business, we might sell or buy businesses or assets. In the event of a corporate sale, merger, reorganization, dissolution, similar event, or steps taken in anticipation of such events (e.g., due diligence in a transaction), user information may be part of the reviewed and transferred assets.

**B. Affiliates and Subsidiaries:**

We disclose your personal information among the GoFundMe entities, including our affiliates and subsidiaries, for purposes consistent with this Notice, such as to provide our Services, including hosting, marketing, and publicizing fundraisers; providing you with customer support; administering funds in connection with fundraisers; preventing fraud and misuse; authenticating donors; sending you communications; improving Services offered by the various GoFundMe entities and conducting the other activities described in this Notice.

**C. Agents, Consultants, and Vendors:**

GoFundMe contracts with other companies to help us perform certain business-related functions, and we provide access to or disclose your information with these companies so they can perform services for us. Examples of such functions include marketing, mailing information, data storage, security, identity verification, fraud prevention, payment processing, preventing fraud and misuse, legal services, and database maintenance. If you are based in Canada, you understand that GoFundMe will use third party service providers to check your personal information you provide GoFundMe against various databases including credit reporting agencies and telecommunications providers for the purpose of identity verification. Our websites and checkout experiences for our GoFundMe Pro Clients are protected by reCAPTCHA and the Google Privacy Policy and Terms of Service apply.

**D. Legal Requirements:**

We may transfer, disclose to, and preserve your information for courts, law enforcement, governmental or public authorities, tax authorities, or authorized third parties, if and to the extent we are required or permitted to do so by law or where disclosure is reasonably necessary to: (i) comply with our legal obligations, (ii) comply with a valid legal request (such as a subpoena or court order), (iii) respond to claims asserted against us, (iv) respond to a valid legal request relating to a criminal investigation to address alleged or suspected illegal activity or to respond to or address any other activity that may expose us, you or any other of our users or members of the public to imminent harm, legal or regulatory liability, (v) enforce and administer our Terms of Service or other policies, or (vi) protect the rights, property or personal safety of GoFundMe, its affiliates, its employees, its Users, or members of the public.

## **E. Organizers, NPO Beneficiaries, and GoFundMe Pro Clients:**

### **I. Organizers.**

We disclose information about donors to Organizers, which can be either an individual or an NPO. In some cases, the Organizer of a fundraiser is also the Beneficiary, meaning they are raising funds for themselves, while in others they are different parties. For example, your contact information may be shared with the Organizer or the Beneficiary so that they can send you a thank you message, provide you a receipt, or contact you about the fundraiser.

### **II. NPO Beneficiaries.**

Organizers may create fundraisers designating an NPO as a beneficiary. Where an NPO is designated as the Beneficiary, that NPO may access certain information about the Organizer and donors, including the Organizer's or donor's name, email address, donation amount, date of transaction, transaction identification number, and name of the campaign, where applicable. If you start a fundraiser for an NPO, you authorize us to disclose your information, such as your name and email, to the NPO for whom you are fundraising. Likewise, if you donate to an NPO or one of our GoFundMe Pro Clients through the GoFundMe Software, you direct us to disclose your donation, contact information and any other information you provide to the applicable GoFundMe Pro Client. GoFundMe contractually requires NPOs to use such information solely to communicate with you about their legal compliance or fundraising purposes.

### **III. GoFundMe Pro Clients and Their Vendors/Partners.**

If you donate to a GoFundMe Pro Client through our GoFundMe Pro Software, which powers the donation page and other pages, you direct us to disclose your donation and contact information to the applicable GoFundMe Pro Client, and such information shall also be subject to the privacy policies and practices of that GoFundMe Pro Client. GoFundMe Pro Clients may also direct us to further disclose your personal information to other third parties such as the Client Relationship Management (“CRM”) tools or other integration partners used by the relevant GoFundMe Pro Client through APIs or webhooks. We may also disclose certain information about you, such as information about your interests and donation preferences, to GoFundMe Pro Clients who may use such data

for their fundraising and marketing operations only to the extent permitted by any stated consent preferences provided.

#### **IV. “Anonymous” Donations Limited to Public Activity Feeds.**

If you selected not to be named publicly on the public fundraiser pages on the Services, while your donation will be designated as “anonymous” on the public activity feed, your name and other information may still be visible to the GoFundMe Pro Client, Organizer, any of their team members and the Beneficiary, and will be otherwise processed in accordance with this Notice.

#### **F. Your Consent**

In certain situations, we may disclose your information when you consented to the disclosure of your information. For example, we may partner with third party organizations to arrange for specific fundraisers. If you consent to our providing your contact information to a specific partner, we will disclose the following information with the partner organization: your name, email address and other information you have provided in connection with your donation to the specific fundraiser. Additionally, with the applicable Organizer’s or Beneficiary’s consent, we may provide their personal information to journalists and media to help amplify a campaign/fundraiser.

#### **G. Aggregated Data**

We aggregate, anonymize and/or de-identify information collected actively or passively about you so that the

information no longer relates to you individually. We then use that data for various legally permissible purposes, including but not limited to our research on our customer demographics, interests and behavior. We also disclose this information with our affiliates, agents, business partners, research facilities or other third parties.

#### **H. Cookies and Other Electronic Technologies**

Information is disclosed as stated in the [Cookie Policy](#).

#### **I. Other Users of Our Services**

We provide your information to other Users of our Services if you choose to make your information publicly available in a publicly accessible area of the Services, such as in your fundraiser, through your donations, or in the comments. Additionally, if you choose to make your personal profile public, actions like when you donate to a fundraiser or start one may appear in an activity feed to individuals who may follow you.

### **VOLUNTEERED INFORMATION**

We also collect information through forums and communities, surveys and customer support communications, your communication to us of ideas for new products or modifications to existing products, feedback, and other solicited or unsolicited submissions (collectively, with publicly-accessible information, “Volunteered Information”). Subject to applicable law, by sending us Volunteered Information, you further agree that we are under no obligation of confidentiality, express or

implied, with respect to the Volunteered Information. This Volunteered Information section shall survive any termination of your account or the Services.

## **ONLINE ANALYTICS AND TARGETED ADVERTISING**

### **A. Online Analytics.**

We may use third-party web and product analytics services on the Services, such as Google Analytics. These vendors use the sort of technology described in the “Information That is Passively or Automatically Collected” section above to help us analyze how Users use the Services, including by noting the third-party website from which you arrive. The information collected by such technology will be disclosed to or collected directly by these vendors, who use the information to evaluate your use of the Services. We also may use analytics services related to different kinds of advertising, including targeted advertising as described in the following section.

### **B. Targeted Advertising.**

We may allow third-party advertising providers, such as Google, TikTok, and Meta, to use cookies and similar tracking technologies to collect information about your use of the Services in order to (a) inform, optimize, and serve you online ads based on your past visits to our website and other online services and (b) measure, attribute and report on the performance of our advertising efforts based on your engagement with the ads. Cookies, IP addresses, mobile device IDs and other such online identifiers used for advertising may

be associated with de-identified data linked to or derived from data you voluntarily have submitted to us (e.g., your email address) that may be disclosed to a vendor in hashed, non-human-readable form.

You can learn more about the analytics and advertising services we use by visiting our [Cookie Policy](#).

## **CHILDREN**

Our Services are not designed for use by individuals under the age of 18. If you are under the age of 18, please do not use the Services and/or submit any information through the Services. If you have reason to believe that a child under the age of 18 has provided personal information to GoFundMe through the Services, please contact us at [legal@gofundme.com](mailto:legal@gofundme.com), and we will delete that information from our databases to the extent required by law.

Moreover, if you provide us with information about children under the age of 18, you acknowledge and agree that either you are the child's parent/legal guardian or you have the authority and consent of the child's parent/legal guardian to create a campaign/fundraiser and for us to access, disclose, and use the relevant data.

## **LINKS TO OTHER WEBSITES**

The Services can contain links to other websites not operated or controlled by GoFundMe (the "Third-Party Sites"). The policies and procedures we described here do not apply to the

Third-Party Sites. The links from the Services do not imply that GoFundMe endorses or has reviewed the Third-Party Sites. We suggest contacting those sites directly for information on their respective privacy policies.

## **CONTENT HOSTED ON OTHER WEBSITES**

The Services can contain videos, podcasts and other content hosted on websites or platforms not operated or controlled by GoFundMe, such as YouTube, Meta and TikTok. The policies and procedures we described here only apply to the extent we permit such content as part of our Services.

## **SECURITY**

We may hold your information we have collected in paper and/or electronic form. While no organization can guarantee perfect security, GoFundMe has implemented and seeks to continuously improve technical and organizational security measures to protect the information provided via the Services from loss, misuse, unauthorized access, disclosure, alteration, or destruction. For details about our security practices, please see [here](#) for [gofundme.com](#) and [here](#) for the GoFundMe Pro Software.

## **RETENTION OF YOUR INFORMATION**

We retain your information for as long as we deem necessary for the purpose for which that information was collected and for our legitimate business operations; provided, however, that your information is only retained to the extent permitted or

required by applicable laws. When determining the retention period for your information, we take into account various criteria, such as the type of products and services requested by or provided to you, the nature and length of our relationship with you, possible re-enrollment with our products or services, the impact on the Services we provide to you if we delete some information about you, mandatory retention periods provided by law, and any applicable statute of limitations.

## **CROSS-BORDER DATA TRANSFERS**

GoFundMe is a global organization headquartered in the United States, and we may process your information in various countries, including the United States, India, Poland, and Argentina. GoFundMe has implemented appropriate cross-border transfer solutions, to provide adequate protection for transfers of certain personal data to the United States, such as execution of the Standard Contractual Clauses for transfers of data from the European Economic Area, United Kingdom, and Switzerland to the United States.

## **USERS FROM OUTSIDE THE UNITED STATES**

The Services are hosted in the United States. If you are visiting the Services from outside the United States, please be aware that your information may be transferred to, stored, and processed in the United States and other locations, such as Argentina and India, where our servers and personnel are located and our central database is operated. The data protection and other laws of the United States and other countries might not be as comprehensive as those in your

country, and data may be accessible to law enforcement and national security authorities under certain circumstances.

## **YOUR PRIVACY RIGHTS**

We offer you certain choices regarding the collection, use, and disclosure of information about you.

**Account Information.** You may have the ability to create an account in the Services. You may verify, correct, update, or delete certain of your information through your account profile page.

**Direct Marketing Communications.** Email and text message marketing communications we send you will contain instructions permitting you to “opt out” of receiving future marketing communications. In addition, if at any time you wish not to receive any future marketing communications or you wish to have your name deleted from our mailing lists, please contact us at the email address or mailing address set forth under “[Contacting GoFundMe](#)” and provide us with details on your opt out request, including the types of communications you seek to opt out of. If you opt out of receiving marketing communications or other information we think may interest you, we can still send you certain emails about your account or any Services you have requested or received from us.

**Cookies and Similar Technologies.** You can opt out of certain analytics and targeted advertising related processing by using the “Manage Cookie Preferences” link in the footers of our Sites, or by following the additional instructions provided in the Cookie Policy.

**Rights to Information About You.** Residents of certain U.S. states including California, Colorado, Virginia, Utah, Connecticut, Nevada, Oregon, Texas, Montana, Delaware, Iowa, Nebraska, New Hampshire, New Jersey, Maryland, Minnesota, Tennessee, Kentucky, Indiana, and Rhode Island, have certain rights with respect to their information, but the availability of these rights varies based on when the relevant law takes effect in each state.

Depending on your jurisdiction, you may:

- Request that we provide you with information about the categories of personal information we collect or disclose about you; the categories of sources of such information; the business or commercial purpose for collecting such information; and the categories of unaffiliated parties to whom we disclose such personal information. Such information is also set forth in this Notice;
- Request that we provide access to and/or a copy of certain information we hold about you;
- Request that we prevent the processing of your information for direct marketing purposes (including any direct marketing processing based on profiling);
- Request that we update information which is out of date or incorrect;
- Request that we delete certain information that we are holding about you;
- Request that we restrict the way that we process and disclose certain information about you;

- Request that we transfer your information to a third-party provider of services;
- Opt out of the processing of your personal information for purposes of automated decisionmaking/profiling in furtherance of decisions that produce legal or similarly significant effects, if applicable. You may opt out of via the ADMT opt-out form;
- Revoke your consent for the processing of your information provided that the withdrawal of consent shall not affect the lawfulness of the processing based on consent before its withdrawal; and
- Exercise rights concerning sensitive information. Depending on your jurisdiction, you may have the right to opt out of or opt in to the processing of sensitive information. Please note, generally, we only collect sensitive information necessary to provide our Services and we do not use or disclose sensitive information for purposes to which the right to opt out or opt in applies under privacy law. However, we may collect your precise geolocation from your mobile device. You can opt out of the processing of your precise geolocation in your phone settings.

You may be able to designate an authorized agent to make requests on your behalf. In order for an authorized agent to be verified, you must provide the authorized agent with signed, written permission to make such requests or a power of attorney. We may also follow up with you to verify your identity before processing the authorized agent's request as permitted by applicable law.

Please note that certain information may be exempt from such requests under applicable law. For example, we may retain certain information for legal compliance and to secure our Services. We also may need certain information in order to provide the Services to you; if you ask us to delete it, you may no longer be able to use the Services.

You also have the right not to be discriminated against (as provided for in applicable law) for exercising your rights.

You may also have the right to opt out of sales of your personal information, or the sharing of your personal information with targeted advertising providers. To opt out of any future targeted advertising we may offer, please use the tools described in the section above on Online Analytics and Tailored Advertising, or in our [Cookie Policy](#). We may “sell” information about you to certain partners such as our GoFundMe Pro Clients to help them understand your likely interests in making charitable or other donations, the potential size of such donations, or your interests in starting peer-to-peer fundraisers, signing up for recurring donations or other similar indicators. To opt out of “sales” of your personal information that do not involve cookies or other online tracking technologies, please complete [this form](#).

If you would like information regarding your rights under applicable law or would like to exercise any of them, contact us at the email address or mailing address set forth under [“Contacting GoFundMe”](#) or you may submit your request by filling out [this form](#). For your own privacy and security, at our discretion, we may require you to provide your identity before providing the requested information. To protect your privacy

and security, we take reasonable steps to verify your identity and requests before granting such requests. If we are unable to verify your identity, we may be unable to respond to your requests.

Depending on applicable law, if we deny your request, you may have the right to appeal our decision to deny your request. You may appeal that decision within 90 days by emailing us at [privacy-requests@gofundme.com](mailto:privacy-requests@gofundme.com). If, after we have processed your appeal, you are still unsatisfied with our response, you may have the right to file a complaint with your state attorney general.

**Regional Privacy Disclosures and Rights.** Additional disclosures for residents of the European Economic Area, Australia, United Kingdom, Switzerland, California, Colorado, and Nevada are set forth below in Regional Privacy Disclosures.

## **REGIONAL PRIVACY DISCLOSURES**

### **USERS IN EUROPE AND UNITED KINGDOM**

#### **A. Users in Europe and United Kingdom**

If you are in the European Economic Area (“EEA”), the United Kingdom or Switzerland (collectively “Europe”) and have used the GoFundMe Services under a contractual relationship under the Terms of Service with GoFundMe Ireland, then for the purposes of the GDPR, the UK GDPR, and the Swiss Federal Act of 19 June 1992 on Data Protection (FADP) and the Privacy and Electronic Communications Directive 2002/58/EC on Privacy and

Electronic Communications (ePrivacy Directive), the data controller is GoFundMe Ireland Limited. and can be reached at the address set out at “Contacting GoFundMe” below.

- For the Users in the EEA that do not fall under the previous paragraph, and to the extent that this would be required by GDPR, GoFundMe Ireland also acts as representative in the EU of GoFundMe Inc.

If you are located in Europe, our legal grounds for processing your information may be as follows:

- Consent: Where you have given consent to such processing for one or more specific purposes.
- Contractual Obligation: Where the processing is necessary for the performance of a contract with you.
- Legal Obligation: Where processing is necessary for compliance with our legal obligation.
- Legitimate Interest: Where processing is necessary for our legitimate interests or the legitimate interests of our Users and your interests and fundamental rights and freedoms do not override those interests.

We transfer your personal data to third countries subject to appropriate safeguards, such as standard contractual clauses.

Processing Activity	Legal Basis
Providing our Services	Contract fulfillment
Identity Verification	Contract fulfillment; legal obligation; legitimate interest
Fundraising campaign management	Contract fulfillment; legal obligation
Donation collection	Contract fulfillment
Measuring and reporting on campaign performance	Contract fulfillment; legitimate interest
Improving our website and Services; product research	Legitimate interest
Placement of analytics and advertising cookies	Consent
Use of chatbots	Contract fulfillment

Residents of Europe also have the right to lodge a complaint with the local data protection authority if you believe that we have not complied with applicable data protection laws. You also have the right to lodge a complaint with the supervisory authority of your residence, place of work or where the incident took place. However, we encourage you to contact us first, and we will do our very best to resolve your concern.

The Irish Data Protection Commissioner shall act as the competent lead supervisory authority for Users in the European Economic Area, and you have the right to lodge a complaint with your local data protection authority (see list in the link here [https://www.edpb.europa.eu/about-edpb/about-edpb/members\\_en](https://www.edpb.europa.eu/about-edpb/about-edpb/members_en).) The Information Commissioner's Office shall act

as the competent supervisory authority for users in the United Kingdom and the Data Protection and Information Commissioner (FDPIC) for Switzerland.

## **B. Users in Australia**

If you are a User in Australia, you also have the right to lodge a complaint with the local data protection authority if you believe that we have not complied with applicable data protection laws, and you have the right to lodge a complaint with the supervisory authority of your residence, place of work or where the incident took place. However, we encourage you to contact us first, and we will do our very best to resolve your concern.

## **C. Residents of Nevada**

If you are a resident of Nevada, you have the right to opt-out of the sale of certain personal information to unaffiliated parties. You can exercise this right by contacting us as described in the “Contacting GoFundMe” section below with the subject line “Nevada Do Not Sell Request” and providing us with your name and the email address. We do not currently sell your personal information as sales are defined in Nevada Revised Statutes Chapter 603A.

## **D. Residents of Colorado**

Please refer to the chart accessible [here](#), under the California Consumer Privacy Act Notice, for additional disclosures about

the purposes for which we use each category of information we collect from and about you.

## **E. Residents of California**

California's Shine the Light Law (CA Civil Code § 1798.83) allows California residents with which a business has an established business relationship to request a list of the third parties to which the business has disclosed certain "personal information" (as specifically defined by the Shine the Light law) during the preceding year where the business knows or reasonably should know that the third parties used the personal information for the third parties' own "direct marketing purposes," defined by the Shine the Light law as the use of personal information to solicit or induce a purchase, rental, lease, or exchange of products, goods, property, or services directly to individuals by means of the mail, telephone, or electronic mail for their personal, family, or household purposes. However, the business is not required to provide this information where the business adopts and discloses, in its privacy policy, a policy of not disclosing "personal information" to third parties for their "direct marketing purposes" 1) unless the resident first affirmatively agrees or 2) if the resident has exercised an option that prevents that information from being disclosed.

GoFundMe maintains such a policy and thus is not required to provide this information. While GoFundMe does not engage in any disclosures in which it knows or reasonably should know that the third parties use the personal information for their own direct marketing purposes as defined by Shine the Light, GoFundMe understands that California residents have separate rights under the California Consumer Privacy Act ("CCPA") to opt out of "sales" and "sharing" of their personal information for

cross-context behavioral advertising. Please click [Your Privacy Choices](#) and follow the directions to exercise your Do Not Sell or Do Not Share rights under the CCPA.

Please click [here](#) for additional disclosures applicable to residents of California.

#### **F. Residents of Oregon and Minnesota**

Residents of Minnesota and Oregon have the right to request a list of “third parties” (as that term is defined under the Minnesota Consumer Data Privacy Act and the Oregon Consumer Privacy Act) to whom we have disclosed your personal information.

### **OTHER TERMS**

Your access to and use of the Services is subject to GoFundMe's [Terms of Service](#) and such other terms, which may be made available to you in connection with your use of the Services.

### **CHANGES TO GOFUNDME'S PRIVACY NOTICE**

GoFundMe reserves the right to update or modify this Notice at any time and from time to time. We will notify you of any material updates or changes we make to this Notice. If you disagree with our revisions to the Notice, you can deactivate your account or discontinue the use of our Services. Please review this Notice periodically for any updates or changes to

this Notice with a “Last Updated” effective date for the revisions.

By using the Services after any such update or modification, you acknowledge that you have read and understood the terms of the Notice as updated or modified.

## **CONTACTING GOFUNDME**

Please note that the Privacy Team and Data Protection Officer are only able to handle data privacy related inquiries. Consequently, if your e-mail concerns anything else, you may not receive a response. For non-privacy related inquiries, please visit the [Help Center](#).

To contact our Data Protection Officer, please email [dpo@gofundme.com](mailto:dpo@gofundme.com).

To submit a Data Subject Request, please fill out [this form](#) or email [privacy-requests@gofundme.com](mailto:privacy-requests@gofundme.com).

You can also contact us via mail as follows:

For users in the USA and the rest of the world (except Europe):

GoFundMe Inc.  
% Legal Department  
PO Box 121270  
815 E Street  
San Diego, CA, 92101  
United States

For users in Europe:

GoFundMe Ireland, Limited,  
% Legal Department  
70 Sir John Rogerson Quay,  
Dublin 2, Ireland.

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