



[cancer.org](https://www.cancer.org) | 1.800.227.2345

Privacy Statement

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The American Cancer Society, Inc. (“ACS”) values your trust, and we understand the importance of protecting your privacy. We want to make sure that you understand how your information is collected and used by ACS. This privacy statement (“Privacy Statement”) describes what information we collect about you, including when and how we collect it; how we use it; with whom we may share it; and what choices you have regarding our use of your information.

This Privacy Statement applies to all information collected through your communications with ACS, whether electronic, written or oral; information collected through ACS mobile applications (“Apps”) or ACS websites (“Sites”), including any features such as artificial intelligence technologies on ACS Apps and Sites, that include a link to this Privacy Statement; as well as any other information about you that we may collect offline or receive from third parties (collectively, Apps, Sites, and offline or third-party information are referred to as the “Services”). By accessing our Services or providing your information to us, you accept and agree to the practices described in this Privacy Statement.

This Privacy Statement describes our privacy practices. The links in the table of contents below go straight to more detailed information on that topic.

- [What types of personal information we collect about you](#)
- [How we collect personal information about you](#)
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date of diagnosis, stage, or current treatment, if applicable, such as when you contact ACS seeking cancer information or requesting support from ACS. If you register to participate in an ACS event, we may ask you about your relationship to cancer so that we can let you know about special activities for caregivers and survivors. This health information may be transmitted electronically for the uses and/or disclosures described in this Privacy Statement. We may request more detailed information if you enroll in a research study.

Financial Information. If you make a donation to ACS or make a retail purchase on an ACS Site, we will collect payment information such as your credit card number to process your transaction. We may also collect the name of your employer if you would like for that company to make a matching donation. We may use a third-party payment service to process payments made through the Services. We will retain your credit card information only for as long as necessary to process the transaction.

Social Media Information. We may collect social media identifiers and/or interests or opinions expressed if you engage with us directly on social media platforms.

Employment Information. If you apply for employment with us, volunteer your professional services, use our cancer tools for health providers, or participate in professional engagement activities such as [cancer roundtables](#), we may collect employment information including title and organization with whom you work.

Internet Activity. We may collect web server traffic activity and browsing history which may be tied to your Internet Protocol address or device type. We use this information to measure engagement on the Sites, effectiveness of our campaigns and to determine areas of interest of our constituency. You can read more about the Internet Activity data we collect below in the [Internet Activity](#) section below.

How we collect personal information about you

ACS and its service providers may collect Personal Information in a variety of instances. For example, we may collect information about you in the following circumstances:

Requests for Information and Resources. ACS's National Cancer Information Center ("NCIC") is available to answer your questions 24/7, 365 days a year. When you contact NCIC or your local ACS office for information and resources, we will collect the Personal Information you provide to assist you and may record your call or maintain a transcript of the chat for training and quality assurance purposes. The information contained in these transcripts will depend on what you voluntarily provide to ACS.

Cancer Action Network, Inc. (“ACS CAN,” our nonprofit, nonpartisan advocacy affiliate); third-party organizations we collaborate with to provide support services and information to cancer patients and their caregivers; or third-party data sources to supplement the information we collect from you.

How we may use your personal information

We and our service providers may use Personal Information for the following purposes:

Mission Delivery and Support Operations. The collection, use, and disclosure of your Personal Information will be consistent with our mission to eliminate cancer as a major public health problem. These activities include: the direct provision of cancer-related information, patient support programs, and services, mission support operations such as data analysis, program improvement, fundraising events, and activities, as well as providing, training, or otherwise supporting artificial intelligence technologies that power

You are free to opt-out of fundraising solicitations and your decision will have no impact on your ability to receive services from ACS.

Other Business Purposes. We may use Personal Information for other business purposes, such as conducting audits, fraud monitoring and prevention, data analysis, recordkeeping, developing new services, enhancing, improving, or modifying our programs and our Services, identifying usage trends, determining the effectiveness of fundraising campaigns and mission activities, and updating and expanding our business activities.

With your consent. In addition to the other uses described in this section, we may also use your information as you expressly authorize us to do so.

With whom we may share your personal information

Except for the limited purpose outlined in the [Donor Privacy](#) section below, ACS does not share or sell Personal Information of its constituents. ACS does share Personal Information with its service providers, program volunteers, and other third parties that assist ACS in furtherance of its mission; Personal Information is only shared with these third-parties pursuant to confidentiality requirements. In furtherance of our mission, your Personal Information may be shared with the following categories of third parties: service providers, ACS affiliates, mission collaborators, referring organizations, volunteers, individuals in his whose name you donated, or immediate family members (memorial donations), and others with your consent or as required by law.

Third-Party Service Providers. We may need to share Personal Information with third parties that provide operational services on our behalf (such as website hosting, information technology and infrastructure, data analytics, email delivery, order fulfillment, auditing or other services) or that assist ACS in providing you with support and resources.

ACS Affiliates. We may provide your information to affiliated organizations that share a common mission with ACS, such as Brightedge (our venture capital entity), or ACS CAN (our nonpartisan advocacy organization). Use of your information by ACS CAN is governed by ACS CAN's Privacy Statement available at www.fightcancer.org/privacy_policy.

Referring Parties. If you were referred to ACS by your health care provider or other organization, we may also report back to your referring organization regarding your usage of ACS programs and services or to coordinate treatment-related services.

Mission Collaborators. We may also collaborate with organizations to provide or improve ACS's services and operations. For example, if you request transportation or lodging assistance, to fulfill your request, we may share your Personal Information with organizations that are working with ACS to provide free or discounted transportation or lodging services to our constituents.

Volunteers. We may share limited personal information, such as contact information, with volunteers who are assisting ACS and who require the information as part of their duties. Volunteers who are entrusted with personal information execute confidentiality agreements with ACS prior to receiving any such information.

Social Media. If you engage with ACS on a public, social media platform, you may be sharing your Personal Information with your friends associated with your social media account, to other website users, and to your social media account provider, in connection with your social sharing activity. By connecting your ACS account with your social media account, you authorize us to share information with your social media account provider, and you understand that the use of the information we share will be governed by the social media provider's privacy policy. Please note that any information you post within these public forums or social media pages may become public and may be read, collected, and used by anyone. Please exercise caution when deciding whether to disclose your Personal Information in these forums.

Memorial and Honor Giving. You may choose to honor someone whose life has been impacted by cancer by making a donation in their name. Once your gift is received and you have requested a notification be sent to the honoree or family, ACS will send a card to the honoree or family acknowledging your gift. The amount of money donated through memorial or honor donations is kept confidential, but the individual (or their immediate family in the case of a memorial donation) may be provided with the name and address of those individuals who have donated in honor of their loved one, whether in the card itself or at the request of the honoree or family.

Artificial Intelligence Features. If you provide Personal Information to features available through the Services that are powered by artificial intelligence technologies provided by our vendors, we may disclose your Personal Information to such vendors.

Other Uses or Disclosures of Personal Information. We may also use and disclose your Personal Information as we believe to be necessary or appropriate: (a) to comply with applicable law, which may include laws outside your country of residence, to respond to requests from public and government authorities, which may include authorities outside your country of residence, to cooperate with law enforcement, or for other legal reasons; (b) to enforce our Terms of Use; (c) to protect our rights, privacy, safety or property, and/or that of our affiliates, you or others; and (d) under

circumstances we believe appropriate to coordinate treatment related services with your provider or health plan, or for permissible public health purposes such as cancer surveillance. In addition, ACS may use, disclose or transfer your information to a third-party in the event of any reorganization, merger, sale, joint venture, assignment, transfer or other disposition of all or any portion of our organization (including in connection with any bankruptcy or similar proceedings).

Your Consent. In addition to the other disclosures described in this section, we may also disclose your information as you expressly authorize us to do so.

Charges are billed and payable to your mobile service provider or deducted from your prepaid account.

Data obtained from you in connection with this SMS service may include your mobile phone number, your carrier's name, and the date, time, and content of your messages. We may use this information to contact you and provide the services you request from us. Alerts sent via SMS may not be delivered if the mobile phone is not in range of a transmission site, or if sufficient network capacity is not available at a particular time. Even within a coverage area, factors beyond the control of the wireless operator may interfere with message delivery, including the customer's equipment, terrain, proximity to buildings, foliage, and weather. Wireless operators do not guarantee message delivery and will not be held liable for delayed or undelivered messages.

We will not be liable for any delays in the receipt of any SMS message as delivery is

accesses our servers and what information and files have been downloaded to the App based on your device number.

Internet Protocol Address. Your IP address is automatically assigned to your computer by your Internet Service Provider. An IP address may be identified and logged automatically in our server log files whenever a user accesses the Services, along with the time of the visit and the page(s) that were visited. We use IP addresses for purposes such as calculating usage levels, diagnosing server problems, and administering the Services. We may also derive your approximate location from your IP address.

Web Server Traffic Pattern Information and Browsing History. We collect standard web server traffic pattern information and your browsing history. General traffic, Site usage, browser information, and length of stay information are collected and stored in log files.

Cookies. We use “cookies,” small files that are sent to your web browser and stored on your computer's hard drive, to enhance your online experience. The cookies collect information about your use of our Services, such as the type of browser you use, your home domain or Internet service provider, your referrer URL (which is the URL for the website that you were viewing prior to visiting the website), how you were directed to the Services, which specific pages you accessed, how long you view each page, the time and date you access our Services and anonymous traffic data. If you do not want information collected using cookies, most browsers allow you to automatically decline cookies or be given the choice of declining or accepting a cookie (or cookies) from a

to display content-specific advertisements to you after you have left our Sites when you go to other websites. These third-party service providers may use cookies, web beacons, or similar technologies, to tailor advertisements to interests shown by browsing our Sites or other by visiting other websites. We do not control the third-party service providers' tracking technologies or how they may be used. The collection of your information or use of technologies by third-party service providers are subject to those third parties' privacy policies, not ACS's. For more information on these practices or to learn how to opt-out of receiving targeted advertising from many service providers, please visit <http://optout.aboutads.info/#/> and <http://optout.networkadvertising.org/>.

Analytics. We use Google Analytics, which uses cookies and similar technologies to collect and analyze information about the use of the Services and report on activities and trends. This service may also collect information regarding the use of other websites, apps, and online resources. You can learn about Google's practices by going to www.google.com/policies/privacy/partners/, and opt-out of them by downloading the Google Analytics opt-out browser add-on, available at <https://tools.google.com/dlpage/gaoptout>.

Physical Location. We may collect the approximate physical location of your device by, for example, using satellite, cell phone tower, or Wi-Fi signals. We may use your device's approximate physical location to provide you with personalized location-based services and content. You may control such collection and/or sharing of your device's location, but if you do, we may not be able to provide you with the applicable personalized services and content.

De-Identified or Aggregate Information. We use De-Identified Information and Aggregate Information for activities including data analysis and research to gain a greater general understanding of cancer, cancer treatment and the related needs of patients and their caregivers. "De-Identified Information" means information where identifiers have been removed so that it does not directly or indirectly identify and cannot reasonably be used to identify an individual. "Aggregate Information" means information about groups or categories of individuals which does not identify and cannot reasonably be used to identify an individual. For example, we may use Aggregate Information to compare the types of services our constituents utilize in one geographic location with another to understand how the two groups are different or similar.

Uses and Disclosures of Internet Activity Information. We may use and disclose Other Information for any purpose, except where we are required to do otherwise under applicable law. In certain instances, we may combine Internet Activity Information with Personal Information. If we do this, we will treat the combined information as Personal Information. For example, we may work with data providers to tailor our communications to you, including fundraising and outreach communications, based on your areas of

your request. If you are submitting a request on behalf of someone else, we may ask for additional verification, such as written documentation or other proof of authority. We will try to comply with your request as soon as reasonably practicable, consistent with applicable law.

To make such a request, please submit a [Data Request Form](#).

To Opt Out of Sharing. You have the right to opt out of the sharing of your data. ACS shares Personal Information (including name, contact information and donation history) in the context of cooperatives managed by third party vendors [Wiland](#), [Epsilon](#) and [Simio Cloud](#). The personal information provided is used by the third-party vendors to create a score or profile which may then be used to send solicitations on behalf of other organizations. These organizations will not have direct or continued access to your personal information unless you choose to provide it to them directly by responding to an appeal. We do not share health-related data in connection with these efforts.

To exercise this right, please submit a [Data Request Form](#).

To Request Deletion. You have the right to request that we delete any of your personal information we collected from you and retained, subject to certain exceptions. Once we receive and confirm your verifiable consumer request, we will delete (and direct our service providers to delete) your personal information from our records, unless an exception applies.

Please note that in cases of deletion, limited personal information will remain to document the request. The right to access Personal Information may be limited by local law. To exercise these rights, please submit a [Data Request Form](#).

Right to Appeal. Although ACS makes good faith efforts to comply with privacy rights requests, there may be circumstances in which ACS is unable to provide access, including but not limited to, where the information would compromise others' privacy or other legitimate rights, where the burden or expense of providing access would be disproportionate to the risks to the individual's privacy in the case in question, or where the information is subject to legal privilege.

If you exercise one of your privacy rights and we are unable to process your request, we will endeavor to provide you with an explanation as to why the request was denied. The explanation will include information on how to appeal, including the relevant regulatory authorities, based on your state or country of residence. All requests for appeal will be reviewed by the privacy office (acs.dpo@cancer.org).

For California Residents. California Civil Code Section 1798.83 permits California residents to request certain information regarding our disclosure of Personal Information to third parties for their direct marketing purposes during the preceding calendar year. In addition, if you are a California resident under the age of eighteen and a registered user of the Services, you may ask us to remove content or information that you have posted

not miss ACS updates. We may also still send you important administrative messages, from which you cannot opt-out.

Mobile Applications. You can stop collection of information by mobile applications easily by uninstalling the application. You may use the standard uninstall processes available as part of your mobile device or network. To discontinue the collection of geolocation data within a mobile application, you can modify your privacy settings on your mobile device.

Notices and disclosures

Children’s Privacy. ACS does not knowingly request or collect information from any person under 13 years of age without parental consent. If you believe that your child has submitted Personal Information to ACS without your consent and you would like this info restricted or removed, please contact us using one of the methods provided in “How to Contact Us” below.

Links to Third-Party Websites. Our Services may contain links to third-party websites, whose privacy practices may be different from ACS’s. This Privacy Statement does not address, and we are not responsible for, the privacy, information or other practices of any third parties, including any third-party operating any website or service to which the Services link. Links to other sites do not imply ACS’s endorsement of the products or services or privacy or security practices of those websites. In addition, we are not responsible for the information collection, use, disclosure or security policies or practices of other organizations, such as Facebook, Apple, Google, Microsoft, or any other app developer, app provider, social media platform provider, operating system provider, wireless service provider or device manufacturer, including with respect to any Personal Information you disclose to other organizations through or in connection with the Sites or our Social Media Pages.

Lawful Basis for Processing. The laws in certain countries and states require us to tell you about the lawful grounds we rely on to collect, use, disclose, and otherwise process your Personal Information. To the extent those laws apply, we have several different lawful bases for processing your Personal Information including: (a) as necessary to provide a service or information you request; (b) to comply with legal obligations; (c) based on your consent, and (d) in support of our legitimate interests, where those interests are not overridden by your fundamental rights and freedoms. In certain cases, we process Personal Information because it furthers our legitimate business and charitable interests. This includes:

- Providing a safe user experience on our Site;

Personal Information, delete your Personal Information remove and/or receive information about the Personal Information that we maintain. **To make such a request, please submit a [Data Request Form](#).**

Security Breach or Fraud Notification. If you witness or become aware of any suspected privacy or security breach of ACS constituent data (i.e., mishandling, theft, loss, or improper disclosure of personal information) or potentially fraudulent activity, please call our toll-free hotline at **1-800-539-7200** to **report mishandling or fraudulent activity**, **1-800-539-7200**