

## YQCA Privacy Policy

### What is YQCA?

Youth for the Quality Care of Animals (“YQCA”, “we”, “us”, and “our”) is a national multi-species quality assurance program for youth ages 9 to 21. Many livestock industry-related organizations, fair and show representatives, state and county 4-H and FFA organizations, parents, and youth use [yqcaprogram.org](http://yqcaprogram.org) (“the site”) every day. Livestock industry-related organizations and fair and show representatives use the site to verify youth quality assurance certifications for their respective fair or show. State and county 4-H and FFA organizations use the site to verify YQCA certification for youth within their state and/or county required to exhibit livestock at their state and/or county fair/show. Parents and youth use the site to earn the youth’s YQCA certification. This includes selecting courses, purchasing courses, and downloading certificates. These audiences along with the public, may also use the site to purchase coupons for YQCA certifications.

More information on how the site operates is located [here](#) and your participation and use of the site is governed by our Terms of Service (“Terms”).

### What this Privacy Policy Covers

Our Privacy Policy explains:

- What information we collect and why we collect it
- How we use and share that information
- The choices and rights you have, including how to access, update, and delete your information.

We will only collect, use, and share your personal information in accordance with this Privacy Policy.

Your privacy is important to YQCA and a responsibility we take seriously, so we encourage you to review the Privacy Policy. By using the Service, you acknowledge that you accept and agree to this Privacy Policy.

### YQCA Certifications, Commitments, and Adherence

YQCA has also committed to a set of principles intended to safeguard children privacy, including responsible stewardship, protection, and transparent handling of children’s Personal Information.

YQCA participates in the iKeepSafe Safe Harbor program. YQCA has been granted the iKeepSafe COPPA Safe Harbor seal signifying its Website and Platform have been reviewed and approved for having policies and practices surrounding the collection, use, maintenance, and disclosure of Personal Information from children consistent with iKeepSafe COPPA Safe Harbor program guidelines. If you have any questions or need to file a complaint related to our privacy policy and practices, please do not hesitate to contact the iKeepSafe Safe Harbor program at [COPPAprivacy@ikeepSAFE.org](mailto:COPPAprivacy@ikeepSAFE.org).



### **What Information Does YQCA Collect and How Is It Used?**

Protecting children's privacy is especially important to us - this is why we have received iKeepSafe's Children's Online Privacy Protection ("COPPA") Safe Harbor seal, signifying that this Privacy Policy and our practices with respect to the operation of the Service have been reviewed and approved for compliance with iKeepSafe's COPPA Safe Harbor program. COPPA protects the online privacy of children under the age of 13 ("Child" or "Children"); for more information about COPPA and generally protecting Children's online privacy, please visit OnGuard Online.

The statements that we make regarding the information we collect from or about Children and how we use this information applies to children under 13 years of age. Accordingly, where this Privacy Policy references Children or any information collected from or about Children our privacy policy applies to children under 13 years of age.

YQCA collects the minimal amount of information from Children necessary to use our Service. This information is necessary given our legitimate interest in being able to provide and improve the Service and for security and safety purposes.

No identifiable information is collected from Children. Parents create accounts for Children and add them as a child under their main account. Children will only use the site to take the actual web-based training. Once they complete the training, they will exit the activity and the site will automatically log them out.

Children are restricted from accessing certain features of our Service. Currently:

- We DO NOT allow Children under 13 to create an account
- We DO NOT allow Children under 13 to purchase a course
- We DO NOT allow Children under 13 to download a certificate

YQCA collects the following information from all audiences:

- Name

- State (where 4-H/FFA membership lies)
- County of participation (not county of residence)
- Organization Affiliation
- Birthdate
- Current or most recently completed grade/level of education
- Gender
- Race
- Residence
- Livestock project(s) you (the youth) are enrolled in
- Livestock species your family raises

Like most web-based services, we may automatically collect information from your browser or your device when you use the Services or the YQCA website. This information is necessary to improve performance and troubleshoot our Service and the YQCA website. If we do combine any automatically-collected information with Personal Information, we will treat the combined information as Personal Information, and it will be protected as per this Privacy Policy.

The technologies and information we automatically collect include:

- **Cookies and other similar technologies:** We (or our subprocessors) use cookies or similar technologies to identify your browser or device. YQCA uses these technologies to analyze trends, store preferences, administer the Service and to help the Service and YQCA Website work better for you - for example, to remember your login session as you browse the YQCA Website. "Persistent unique identifiers" like DeviceID are not collected by third-party cookies (beacons/pixels) for non-educational commercial purposes. Further, we don't allow third-parties to advertise on our Service. Please read our Online Tracking Technologies Policy for more details, including how to modify your cookie settings and a list of the tracking technologies we use.
- **Local storage:** We may collect, use and store information (including Personal Information) and preferences locally on your device using mechanisms such as browser local storage (including HTML 5) and application data caches. Third parties with whom we partner to provide certain features on our website also may use HTML5 or other local storage to collect and store information. Please read our Online Tracking Technologies Policy for more details
- **Device information:** We may collect device-specific information such as your device type, device brand, operating system, hardware version, device settings, file and software names and types, and unique device identifiers. This helps us measure

how the Service or YQCA Website is performing and improve the Service and YQCA Website for you on your particular device.

- Location information: When you use our Service or browse the YQCA Website, we may collect and process information about your geographic location, for example through IP address, GPS, Bluetooth or Wi-fi signals. We collect both coarse (i.e., city-level) location data and precise location data. We only collect coarse location data, unless you provide your full address information to us manually (e.g. when a Teacher registers for a School account or a customer purchases a product).
  - We do not collect precise geolocation data from Children. We will not store or track your device location on an on-going basis or without your permission. We do not share precise geo-location data with third parties, other than our subprocessors as necessary to provide the Service (such as fulfilling product orders).
- Server log data: Like most online services, when you use our Service or the YQCA Website, even if you have not created a YQCA account or logged in, we automatically collect and store certain information in our server log files. Examples include things like:
  - Details of how you used our Service or the YQCA Website, such as your activity on the Service or the YQCA Website, and the frequency and duration of your visits to the YQCA Website, YQCA Platform or YQCA App
  - IP Address
  - Device event information such as crashes, system activity, hardware settings, browser type, browser language, the date and time of your request and referral URL
  - Telephony log information like your phone number and SMS routing information
- Cross-device collection: To provide users with a seamless online experience, we may link your identifiers on different browsers and environments to be able to provide a seamless experience across multiple devices and browsers without collecting or processing any additional identifying personal data.

This information helps us make decisions about what we should work on next - for example, by showing which features are most (or least) popular. We may use your IP address and share it with subprocessors to help diagnose problems with our Service, for security purposes, to manage the Service, to enhance the Services or YQCA Website based on usage pattern for analytics.

YQCA does not sell or rent any of your Child's Personal Information to any third party for any purpose - including for advertising and marketing purposes. Third-party advertising is not permitted on our Service and Personal Information collected from Children is never

used for behaviorally-targeted advertising to Children (first or third party). We use information, including Personal Information, collected through our Service for the purposes described in this Privacy Policy. Our use of a Child's information is set forth above. In addition, we may use the information, including Personal Information, to:

- Provide the Services, YQCA Website, products, or information you request.
- Communicate with you about your use of the Service, your account or transactions with us.
- Respond to your emails, questions, comments, requests, and provide customer service.
- Send you information about features on our Service or changes to our policies and Service.
- Send you security alerts, and support and administrative messages and otherwise facilitate your use of, and our administration and operation of, the Service and YQCA Website.
- For safety and security reasons, such as detecting, investigating and preventing activities that may violate our policies or be illegal.
- Provide users information about events, announcements, offers, promotions, products, and services we think will be of interest to you.
- For any other purpose for which the information was collected (e.g. fulfilling product services).

## **Sharing Your Information**

YQCA does not sell or rent your (or your Child's) Personal Information to any third party for any purpose – including for advertising or marketing purposes. Third-party advertising is not permitted on our Service and Personal Information collected from Children is never used for behaviorally-targeted advertising to Children (first or third party). Furthermore, we do not share Personal Information with any third parties except in the limited circumstances described in this Privacy Policy as set forth below.

Typically, youth earning a YQCA certification are doing so as a mandatory requirement to exhibit and/or sell livestock. Therefore, it is necessary for YQCA to provide the following third parties verification of these certifications.

- State contacts – These are individuals that hold state-level positions in 4-H, FFA, or other like youth organizations. Upon requesting a report, these individuals will

provide verification of their role within the state. This report is a list of all users within a specific state that have completed their YQCA certification. The report includes:

- First and last name
  - Certification number
  - Certification expiration
  - State
  - County
  - Type of training completed
- Species representatives (i.e., National Pork Board, National Cattlemen’s Beef Association) – These are organizations that represent one or more of the food animal species focused on in the YQCA curriculum. Upon requesting a report, these individuals will provide verification of their role within the species organization. This report is a list of all users who have marked the respective species during the registration process. This report includes:
    - First and last name
    - Certification number
    - Certification expiration
    - State
    - Type of training completed
- Fair/Show Managers – These are individuals that represent a major fair or show at the state or national level. Upon requesting a report, these individuals will provide verification of their role within the fair/show. The fair/show manager will provide YQCA a list of youth for which they need to verify. This list will include the first and last name, state, and age. This report includes:
    - First and last name
    - Certification number
    - Certification expiration
    - State
    - Age

In each of these instances, for Children under the age of 13, they will be identified by their parent’s first and last name (i.e., Parent Name Child 1, Parent Name Child 2).

It is important to note, these audiences must be approved by YQCA to have direct access to the YQCA site and undergo an annual security and data-privacy training. These audiences

only have access to the data relevant to their specific role. For those who do not have direct access to the YQCA site, YQCA staff will pull the requested reports and distribute them accordingly.

YQCA may share aggregated information (information about our users that we combine together so it no longer identifies or references an individual user) and other de-identified, or non-personally identifiable information (such as statistics about visitors and traffic patterns) including with users, partners, sponsors in order to, for example, demonstrate how YQCA is used, share educational impact of curriculum, and demonstrate enrollment nationally. Any aggregated information and non-personally identifiable information shared this way will not contain any Personal Information.

We may share your Personal Information with Vivayic, Inc., a third-party operator that we use to support our business and who is bound by contractual obligations to keep Personal Information confidential and use it only for the purposes for which we disclose it to Vivayic, Inc. Please direct inquiries about Vivayic, Inc.'s privacy practices and use of Personal Information through the following contact information:

Vivayic, Inc.  
600 Blue Sage Blvd  
Lincoln, NE 6852  
(800) 280-7272  
info@vivayic.com

Other than the cases above, we won't disclose your Personal Information for any purpose unless you consent to it. Additionally, as discussed above, we will never sell or rent your Personal Information to advertisers or other third parties.

## **Transparency of Your Rights**

We try to be transparent about what information we collect, so that you can make meaningful choices about how it is used. You control the Personal Information you share with us. You can access or correct this information at any time. We also provide you tools to withdraw consent where applicable for the use of Personal Information you have provided to YQCA.

## **Data Security**

The security of your Personal Information is important to us. To prevent unauthorized access, disclosure, or improper use of your information, and to maintain data accuracy, we've established physical, technical, and administrative safeguards to protect the Personal Information we collect. In particular:

- We periodically review our information collection, storage and processing practices, including physical security measures, to guard against unauthorized access to systems.
- We perform application security testing; penetration testing; conduct risk assessments; and monitor compliance with security policies.
- When you enter any information anywhere on the Service, we encrypt the transmission of that information using secure socket layer technology (SSL) by default.
- YQCA's database where we store your Personal Information is encrypted at rest, which converts all Personal Information stored in the database to an unintelligible form.
- We ensure passwords are stored and transferred securely using encryption and salted hashing.
- YQCA's Website and the Service is hosted by third-party subprocessors at separate facilities, with whom we have a contract providing for enhanced security measures.
- YQCA is in compliance with the Payment Card Industry Data Security Standard (PCI DSS). Our alignment with this standard is reflected in the people, technologies and processes we employ.
- We restrict access to Personal Information to authorized YQCA staff, agents or independent contractors who need to know that information in order to process it for us, and who are subject to strict confidentiality obligations and may be disciplined or terminated if they fail to meet these obligations.
- WS EC2/RDS data backups are stored on AWS S3 with secure bucket and AWS encryption.

Amazon Web Services  
[aws.amazon.com](https://aws.amazon.com)

Although we make concerted good faith efforts to maintain the security of Personal Information, and we work hard to ensure the integrity and security of our systems, no practices are 100% immune, and we can't guarantee the security of information. Outages, attacks, human error, system failure, unauthorized use or other factors may compromise the security of user information at any time.



If we learn of a security breach, we will attempt to notify you electronically (subject to any applicable laws and School reporting requirements) so that you can take appropriate protective steps; for example, we may post a notice on the YQCA Website or elsewhere on the Service and may send email to you at the email address you have provided to us. Depending on where you live, you may have a legal right to receive notice of a security breach in writing.

## **Data Retention**

We store your Personal Information for as long as it is necessary to provide products and Services to you and others, including those described above.

## **Changes and Updates to this Privacy Policy**

We may revise our Privacy Policy from time to time. You can see when the last update was by looking at the "Last Updated" date at the top of this page. We won't reduce your rights under this Privacy Policy without your explicit consent. If we make any significant changes, we'll provide prominent notice by posting a notice on the Service or the YQCA Website and/or notifying you by email (using the email address you provided), so you can review and make sure you know about them.

In addition, if we ever make significant changes to the types of Personal Information we collect from Children, or how we use it, we will notify Parents in order to obtain parental consent or notice for those new practices.

We encourage you to review this Privacy Policy from time to time, to stay informed about our collection, use, and disclosure of Personal Information through the Service and YQCA Website. If you don't agree with any changes to the Privacy Policy, you may terminate your account. By continuing to use the Service or the YQCA Website after the revised Privacy Policy has become effective, you acknowledge that you accept and agree to the current version of the Privacy Policy.

## **Contacting YQCA**

If you have questions or concerns about this Privacy Policy or our collection, use, or disclosure of your Personal Information, please contact us at [executivedirector@yqcaprogram.org](mailto:executivedirector@yqcaprogram.org) or [info@vivayic.com](mailto:info@vivayic.com).



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