

**Today Is A Good Day**  
**Last Modified: September 4, 2025**

## **Introduction**

Today Is A Good Day, Inc. ("**Company**", "**we**," "**us**," and "**our**") respects your privacy and is committed to protecting it through compliance with this privacy policy ("**Policy**"). As part of our commitment to use the information you share with us responsibly, we want you to be familiar with how we collect, use, and disclose information that identifies or is reasonably capable of being associated or linked, directly or indirectly, with you ("**Personal Information**").

This Policy explains the types of information we collect about you online or offline, when you visit our website, located at [www.todayisagoodday.org](http://www.todayisagoodday.org) (the "**Website**"), or otherwise interact with us (collectively, the "**Services**"), the ways we use and disclose this information, and the choices you can make regarding our use of your Personal Information

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

## **Children Under the Age of 13**

Our Website is not intended for use by children under 13 years of age. No one under age 13 may provide any Personal Information to or on our Website. We do not knowingly collect Personal Information directly from children under the age of 13. If you are under 13, do not use or provide any Personal Information on our Website or through any of its features or provide any information about yourself to us, including your name, address, telephone number, email address, or any screen name or username you may use.

## **Information About Your Children**

If you receive Services from Today Is A Good Day, you or the health care facility where your infant child is being treated may provide us with Personal Information about your infant child or your other children. You represent and warrant to us that you have all authority required under applicable law to act on such children's behalf in using and disclosing Personal Information, including health-related information, about such children to Today Is A Good Day. You will stand in the shoes of your children and exercise all rights under this Policy with respect to such children's information. Any reference to "you" in this Policy shall be deemed to include your children and all references to Personal Information, including health-related information, about "you" shall be deemed to include Personal Information about your children.

### **1. What Personal Information Do We Collect About You?**

We collect Personal Information from and about you, including when you create an account, make a donation,, interact with our social media accounts, or otherwise interact with us. Depending on the context in which you interact with us, we may collect the following categories of Personal Information about you:

- Contact details, such as name, email address, mailing address, phone number, and username
- Demographics, such as age, race, gender, and date of birth
- Payment information, such as credit card information
- Health-related information, such as if you submit a story to us or use certain of our Services
- Inferences drawn from any of the information listed above.

We also collect Personal Information passively through our Services, via cookies and other tracking technologies. This information may include:

- IP addresses, mobile advertising IDs, and other unique identifiers
- Network activity and device information, including browsing information
- Inferences drawn from any of the information listed above

We use cookies and other tracking technologies to allow you to stay logged on to our Website, to permit us to recognize repeat visitors, to facilitate your use of the Website, and to track access to and use of our Website. We may

also partner with selected third-party vendors such as Google Analytics, and others, to allow tracking technologies on the Website through the use of first party cookies and third-party cookies, to, among other things, analyze and track users' use of the Website to determine the popularity of certain content and better understand online activity. Depending on your Internet browser, you may be able to change your settings to block and/or erase cookies from your device. Please note that if you block or reject cookies and similar technologies on our Services, functionality of the Services may be limited. You can visit <https://www.google.com/analytics/learn/privacy.html> to learn more about Google Analytics' use of cookies. You can visit <https://tools.google.com/dlpage/gaoptout> for information on how to opt out of Google Analytics cookies.

## **2. How Do We Use Your Personal Information?**

Generally, we use the information you provide for the reason for which it was provided. For example, if you contact us by e-mail, we will use the Personal Information you provide to answer your question or resolve your problem and will respond to the email address from which the contact came. We will also use Personal Information as specifically described to you at the point of collection. We may also use Personal Information about you as described below:

- **Requests and Inquiries:** We may use your Personal Information to process, evaluate, and respond to your requests and inquiries. So, if you sign up for our mailing list and provide us with your email address, we will use your email address to send you communications about our Services. If you request certain information from us, we will use your Personal Information to process and respond to your request.
- **To Provide You Services:** We may use your Personal Information for purposes of fulfilling requests for Services, including delivering the Website to you.
- **Manage Our Relationship With You:** We may use your Personal Information to send you important information regarding our relationship with you or regarding the Website, such as information about changes to our terms, conditions, policies, and other administrative information, or about changes to any of our programs in which you might be enrolled.
- **Internal Business Purposes:** We may use your Personal Information for internal business purposes, including without limitation, to help us operate, evaluate, and improve the quality of the Website; to better understand those individuals that utilize the Website and our Services; to verify your identity; to prevent, protect against, identify, or address fraud, unauthorized activity, claims, liabilities, and other wrongdoing; to provide you with customer service; and to generally manage our organization.
- **Analytics:** We may use information that identifies your computer or device to perform market research and data analytics. We may also use Personal Information for internal data analysis, for example to identify trends, determine effectiveness of past and current campaigns, enhance current online tools, and plan future digital strategies.
- **Donations and Outreach:** We may use Personal Information collected through your use of our Website or our Services to personalize your experience on the Website and to deliver content and Service offerings relevant to your interests. We may also use Personal Information to solicit donations from you and to process those donations.
- **Legal Requirements, Industry Standards, and Contractual Obligations:** We may use your Personal Information for complying with and enforcing applicable legal requirements, industry standards, and our contractual obligations.

We may use your Personal Information in additional ways if we receive your consent. Also, we may use non-personal information or aggregate information that does not identify an individual without restriction, and we may share such information with third parties.

## **3. With Whom Do We Share Your Personal Information?**

We may share your Personal Information only as described in this Policy or as otherwise described to you at the point of collection.

- **Service Providers:** We may share your Personal Information with individuals or companies that we hire to provide services to us, such as website hosting services.
- **Publicly Through Awareness Campaigns or On Social Media:** We may ask you to share your story to spread awareness and inspire other families. Similarly, if you post or interact with us publicly on social media or on any of our Services, such information may be publicly available.
- **Payment Processors:** If you make a donation by credit card or other electronic means (e.g., Venmo, Paypal), your Personal Information will be collected by the third-party payment processor/platform to facilitate your donation.
- **Business Transfers:** We may transfer your Personal Information in the event of a business sale, merger, consolidation, change in control, transfer of substantial assets, bankruptcy, liquidation, or reorganization. We may also disclose your Personal Information in the course of due diligence of such a transaction. You acknowledge and agree that any successor to or acquirer of Today Is A Good Day (or its assets) will continue to have the right to use your Personal Information and other information. Whether the recipient of your Personal Information in these cases will handle your Personal Information pursuant to this Policy will depend on the applicable law and other factors.
- **Legal Requirements:** We use and disclose Personal Information as we believe to be necessary or appropriate: (i) under applicable law, including laws outside your country of residence; (ii) to comply with legal process; (iii) to respond to requests from public and government authorities, including public and government authorities outside your country of residence; (iv) to enforce our terms and conditions; (v) to protect our operations; (vi) to protect our rights, privacy, safety, or property, and/or that of our affiliates, you, or others; and (vii) to allow us to pursue available remedies or limit the damages that we may sustain.
- **Passively Collected Information:** We may share data that does not identify you directly, but may identify your computer or device, to third party analytics companies, like Google Analytics.

#### **4. Choices About How We Use and Disclose Your Information**

We strive to provide you with choices regarding the Personal Information you provide to us. We have created mechanisms to provide you with the following control over your information:

- You can opt out of certain cookie-related processing and other tracking as described in Section 1 of this Policy.
- If you wish to update your Personal Information with us or change your communications preferences or if you no longer wish to receive communications from us, please click on the “unsubscribe” link in the email to unsubscribe or tell us so by email, phone, or written letter. Please include your exact name and contact details so that we can correctly remove you from our mailing list. We can be reached via email at [programs@todayisagoodday.org](mailto:programs@todayisagoodday.org) or by telephone at \_\_\_\_\_.

#### **5. Data Retention**

We generally retain Personal Information for so long as it may be relevant to the purposes above, or for longer when required by law. To dispose of Personal Information, we may anonymize it, delete it, or take other appropriate steps. Even if we delete your Personal Information, it may persist on backup or archival media for an additional period of time for legal, tax, or regulatory reasons, or for legitimate and lawful business purposes.

## **6. Data Security**

Today Is A Good Day takes commercially responsible steps to protect and secure the information we collect and store about you. We have implemented measures which are designed to secure your Personal Information from accidental loss and from unauthorized access, use, alteration, and disclosure.

Unfortunately, the transmission of information via the internet is not completely secure. Although we do our best to protect your Personal Information, we cannot guarantee the security of your Personal Information transmitted to our Website. Any transmission of Personal Information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures contained on our Website.

## **7. Social Media Plug-Ins**

We use social media plug-ins on our Website from social media networks like Facebook, Twitter, YouTube and Instagram, which are labeled on our Website with the well-known symbols of the respective social network. If you interact with these plug-ins, your activity on the Website may also be made available to those social networks. In order to understand how those social networks use and disclose your Personal Information, please review the privacy policies available on the websites of those social networks.

## **8. External Links**

Our Website may contain links to third-party websites and online services. Any access to and use of such third-party websites and online services is not governed by this Policy, but is instead governed by the privacy policies of those third-party websites and online services, and we are not responsible for the information practices of such third parties.

## **9. Do Not Track Signals**

Our Website currently does not respond to "Do Not Track" (DNT) signals and we operate as described in this Policy whether or not a DNT signal is received, as there is no consistent industry-standard for compliance.

## **10. Nevada Residents**

Today Is A Good Day does not "sell" your Personal Information for monetary consideration. If you are a Nevada resident, you may submit a request that we not sell for monetary consideration any Personal Information we have collected about you by contacting us. Our mailing address is set forth in Section 12 below.

## **11. Changes to Our Privacy Policy**

We will post any changes we make to this Policy on this page and will notify you when we make any material changes to this Policy. The date the Policy was last revised is identified at the top of the page.

## **12. Contact Information**

To ask questions or comment about this Policy and our privacy practices, contact us at:

Today Is A Good Day, Inc.  
1511 Bethlehem Pike  
Flourtown, PA 19031  
[programs@todayisagoodday.org](mailto:programs@todayisagoodday.org)