UNIVERSITY OF SOUTH FLORIDA BOARD OF TRUSTEES, UNIVERSITY OF SOUTH FLORIDA FOUNDATION, INC., USF ATHLETICS DEPARTMENT, AND WUSF PUBLIC MEDIA UNIFIED PRIVACY NOTICE

Last Updated: September 18, 2026

1. Introduction

University of South Florida Board of Trustees, University of South Florida Foundation, Inc., and University of South Florida Alumni Association, Inc. (collectively referred to as the **"Covered Entities," "we," "us,"** or **"our"**) are affiliated organizations that support and operate within the University of South Florida community. Each Covered Entity serves a distinct mission:

University of South Florida Board of Trustees is a public body corporate of the State of Florida and operates the University of South Florida, including its divisions and departments such as the USF Athletics Department and WUSF Public Media.

University of South Florida Foundation, Inc.\University of South Florida Alumni Association, Inc. are Florida nonprofit corporation and registered 501(c)(3) organizations operating as a direct-support organization of the University of South Florida. USF Foundation and USF Alumni Association support the University through contact with alumni, students, donors, and supporters by offering academic, social, and networking events and publications and by fundraising to support the University's students, teaching, research, and capital projects.

USF Athletics Department is a division of the University of South Florida Board of Trustees that uses data, including personal information, to operate its athletics programs and facilities, provide and improve its services and digital experiences, promote and broadcast events, maintain security, support sales and fundraising, and communicate with fans and supporters.

WUSF Public Media (including WSMR) is a division of the University of South Florida Board of Trustees that operates as a public broadcasting service, providing news, classical music, and educational programming to the Tampa Bay region and beyond through radio, television, and digital platforms.

This Privacy Notice (this **"Notice"**) describes how the Covered Entities collect, use, and disclose personal information in connection with our websites, mobile applications, and other digital platforms, and when you otherwise interact with us, such as by telephone, email, mail, or at events.

This Notice applies to:

For the University of South Florida Board of Trustees (including USF Health): Our websites, including usf.edu and health.usf.edu.

For USF Foundation/USF Alumni Association: Our websites, including giving.usf.edu and alumni.org; fundraising and giving activities; alumni events and publications; and stewardship and donor engagement communications.

For USF Athletics: Our official athletics website, gousfbulls.com; ticketing operations, including ticket purchases, Season Passes, and the Annual Membership Plan; official athletics mobile applications; social media pages and channels; merchandise, e-commerce, camp, clinic, and event-registration offerings; attendance at USF Athletics games, competitions, programs, promotions, and other events; wireless internet made available at USF Athletics venues; communications with ticket office and guest services teams; public-facing ticket-scanning, access systems, and video-monitoring systems; and donation, newsletter, and interest-form pages.

For WUSF/WSMR: Our websites, giving pages, and mobile applications; listener and donor services; newsletter and podcast subscriptions; ticket purchases for WUSF-sponsored events; and communications through customer service, social media, and call center interactions.

This Notice does not apply to the data practices of the University of South Florida itself, which maintains its own separate privacy policies. This Notice also does not apply to (a) workforce members, including job applicants, employees, student employees, contractors, and volunteers; or (b) student education records, which are governed by the Family Educational Rights and Privacy Act ("**FERPA**") and separate University policies and notices.

Nonprofit Exemption. Each of the Covered Entities operates as a nonprofit organization or public institution affiliated with the University of South Florida. Comprehensive state consumer privacy laws, including the California Consumer Privacy Act (**"CCPA"**), generally apply only to for-profit businesses or entities meeting specified statutory definitions and processing thresholds. Based on the nonprofit status and current operations of the Covered Entities, we are not currently subject to these laws. Notwithstanding the foregoing, we are committed to transparency regarding our data practices and provide this Notice as a matter of best practice.

2. Florida Public Records

As organizations affiliated with a Florida public institution, certain information in our possession may be subject to disclosure in response to a public records request under Florida law unless an exemption applies. Certain categories of information, including information subject to statutory exemptions, are withheld from disclosure as required or permitted by law.

3. Personal Information

As used in this Notice, **"personal information"** means information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular individual. Personal information does not include publicly available information or information that has been deidentified or aggregated in a manner that does not permit identification of an individual.

4. Types of Personal Information Collected

Depending on how you interact with us and which Covered Entity you engage with, we may collect the following categories of personal information:

- **Identifiers and Contact Information:** Name, title, gender, date of birth, postal address, email address, phone number, account name or number, donor or member ID, links to social media accounts, and online identifiers including social media handles.
- **Educational Information:** Information about your time at the University and other academic institutions, including degrees, majors, honors, and awards.
- **Professional and Demographic Information:** Occupation, professional activities, employer, job title, business affiliation, age or age range, gender identity or expression, ethnicity, nationality, marital status, recreational activities, interests, and household information.
- **Family and Relationship Information:** Spouse or partner details, household relationships, family information, joint gifts, tribute/honor/memorial relationships, and your relationships to other alumni and supporters.
- **Donation and Transaction Records:** Gift and pledge history, amounts, designations, giving frequency, sustainer status, payment method and type, pledge and payment status, recognition preferences, Alumni Association membership status, volunteering information, ticket purchase history, Season Pass and Annual Membership Plan enrollment and payment records, merchandise purchases, and records of communications sent and received.
- **Audio-Visual Information:** Photographs, video, or audio recorded at events or facilities, including through CCTV/video monitoring systems for security and operational purposes, through broadcast or promotional recordings of events, and from alumni magazine stories and stewardship opportunities.
- **Publicly Available Wealth and Prospect Information:** Information obtained through wealth screening and prospect research from publicly available sources relating to your capacity and inclination to support the University, including donor segmentation, giving capacity or propensity information, engagement scores, and modeled data.
- **Device and Online Activity Information:** IP addresses, device identifiers, browser type, referral source, length of visit, page views, navigation on our websites, information regarding your interaction with our websites, applications, and advertisements, donation-page activity, and email opens and clicks.
- **Financial and Payment Information:** Billing address, transaction information, payment card or account information, and bank account data. Credit/debit card or bank/payment information is processed by payment providers such as Stripe and is stored with payment providers in tokenized form. Our Business Office collects bank account data from vendors and payees solely for purposes of processing direct deposit payments and staff

reimbursements. This data is masked, encrypted at rest and in transit, and stored in our financial systems with restricted access.

- **Communications and Content You Submit:** Information submitted through forms, surveys, sweepstakes or contest entries, chat sessions, reviews, comments, social media posts, and correspondence with our offices and service teams, including call recordings and transcripts where applicable.
- **Donor and Member Preferences:** Program or station interests, contact preferences, premium selections, recognition preferences, email subscriptions, communication preferences, event participation, and responses to surveys.
- **Geolocation Information:** Approximate location derived from your IP address and, if you enable location services in a mobile application we operate, precise or approximate location collected from your device in accordance with your device settings and permissions.
- **Inferences:** Information we or our partners derive about your preferences or interests from your interactions with our services or from social media audience-targeting activities.

Except as specifically noted below, we do not collect or store Social Security numbers, credit or debit card numbers (except as processed by third-party payment providers), login credentials, or genetic data.

Entity-Specific Data Collection:

For USF Athletics: USF Athletics may also collect biometric information, such as finger/palm print or facial geometry data, in connection with facility access. USF Athletics facilities are monitored by closed-circuit video surveillance and video management systems for security and operational purposes.

For WUSF: WUSF may collect government identifiers (Social Security number and state-issued ID) solely for prize recipients required to complete IRS Form W-9. WUSF records calls through its call center for quality assurance purposes; callers are notified that calls are being recorded. Journalists may record and transcribe interviews with participant awareness.

5. Sources of Collected Personal Information

We collect personal information from the following sources:

- **Directly from you:** Through giving forms, donation pages, ticket purchases, event registration forms, biographical update forms, membership forms, surveys, sweepstakes or contest entries, direct communications, newsletter and podcast subscriptions, interactions with our call centers and customer service representatives, physical mail, and hard-copy forms.
- **From the University and affiliates:** We may receive personal information from other University of South Florida departments and from affiliated entities. Alumni data,

including degrees, majors, honors, and awards, may be migrated from the University's student records system.

- **From third-party sources:** Wealth screening platforms that provide publicly available information regarding capacity and affinity; publicly available sources such as the USPS National Change of Address database; third-party ticketing platforms (such as Ticketmaster); merchandise platforms (such as Fanatics); employee matching gift platforms; and other partners who provide services in connection with our operations or with whom you have separately transacted.
- **Automatically through our websites and applications:** Through cookies, tracking pixels, APIs, and similar technologies as described in Section 8 below. We and our service providers automatically collect certain information when you use our services. We also may collect information automatically when you connect to venue WiFi and when you pass through access-control and ticket-scanning systems at our facilities.

6. Purposes for Collection

We use personal information to further our charitable, educational, and operational missions, including for the following purposes:

- Communicating with alumni, donors, supporters, fans, listeners, and members;
- Constituent engagement, stewardship, relationship management, and customer support;
- Fundraising programs and campaigns in support of the University's initiatives and public media programming;
- Sending University publications, notifications of alumni events, newsletters, and member or listener communications;
- Promoting discounts, services, and mentoring opportunities for alumni and students;
- Conducting wealth screening, prospect research, and donor segmentation to understand capacity and inclination to support the University;
- Improving the content, functionality, and performance of our websites, applications, and services;
- Administering our operations, including processing payments, event administration, ticket and merchandise transactions, maintaining accurate records, and providing customer service;
- Complying with applicable legal obligations, including NCAA and conference requirements and University policy.

Entity-Specific Purposes:

For USF Athletics: Operating, maintaining, and administering athletics programs and facilities; processing ticket purchases, Season Passes, and Annual Membership Plans; maintaining the safety

and security of facilities, events, and services through video surveillance, facility access controls, and fraud prevention; promoting USF Athletics programs and events, including through targeted advertising; producing, broadcasting, streaming, distributing, and promoting events; personalizing content, recommendations, and experiences; and responding to public records requests as required by Florida law.

For WUSF: Administering public media programming and operations; processing donor and member contributions; conducting fundraising analysis, benchmarking, and segmentation in connection with public media initiatives; administering drawings and prizes, including required tax reporting; and sending member and listener communications, including newsletters and fundraising appeals.

7. Disclosures of Personal Information

We do not sell your personal information for monetary compensation. We may disclose personal information to the following categories of recipients for the purposes described in this Notice:

- **Wealth Screening and Prospect Research Vendors:** We share limited information (such as name, address, email, and spouse name, if known) with contracted wealth screening vendors that return publicly available wealth, affinity, and propensity information to support our fundraising mission.
- **Service Providers:** We may share personal information with third-party service providers that perform services on our behalf, such as data processing, analytics, event management, communications support, payment processing, website and data hosting, marketing vendors, survey and promotions administrators, guest services and security providers, venue and concessions operators, and CRM/constituent-management providers.
- **Alumni Association Vendor Partners:** The USF Alumni Association may share alumni information with approved vendors that offer services and discounts to alumni. These vendors are contractually required to provide opt-out opportunities, and constituent opt-out preferences are recorded and honored.
- **As Required by Law:** We may disclose personal information when required or authorized by applicable law, regulation, or legal process, or to exercise, establish, or defend legal rights, or to protect the rights, property, and safety of the Covered Entities, our constituents, or others.

Entity-Specific Disclosures:

For USF Athletics: USF Athletics may disclose personal information to: athletic conference and governing bodies, including the NCAA and applicable athletics conference, in connection with events, ticketing, postseason and championship administration, eligibility and compliance matters, and reporting obligations; venue operators and event partners, including Tampa Sports Authority and third parties performing services at our venues; broadcast, media, and production partners,

including sponsors, licensees, advertisers, broadcasters, and their designees; advertising and social media partners, to deliver and measure advertising and to develop aggregate audience insights; and professional advisors such as attorneys, accountants, and insurers.

For WUSF: WUSF participates in data-sharing and donor-matching arrangements with public media partners, including the Contributor Development Partnership (CDP) and National Public Radio (NPR), in connection with fundraising, donor engagement, benchmarking, and related public media initiatives. These arrangements involve the exchange, matching, analysis, or use of donor/member information and provide operational and fundraising benefits to WUSF. Through NPR's Basic Donor Matching program, CDP will use WUSF donor data—including name, email address, and mailing address—to identify donors that WUSF and NPR have in common. Station-specific performance data is not shared with other public broadcasting stations except where top performers are identified, and summarized, aggregated, non-donor-specific data may be shared at industry meetings and through password-protected sections of CDP's website accessible only to participating stations. WUSF may also share personal information with email/marketing platforms, SMS/text messaging providers, direct-mail vendors, matching-gift providers, and the USF Foundation for gift administration, financial processing, advancement activities, tax reporting, and drawing/prize administration.

Deidentified and Aggregate Information: We may disclose information that has been aggregated or deidentified, such as attendance figures, audience-reach metrics, and fundraising trends, to sponsors, partners, and industry groups. We will maintain deidentified information in a form that is not reasonably linkable to an individual and will not attempt to reidentify it except as permitted by law.

8. Cookies and Similar Technologies

We use cookies and similar technologies on our websites to track traffic patterns, measure engagement, and improve our websites and services. When you interact with our services, we and our service providers and partners may use a variety of technologies, including:

Cookies: Small text files placed on your device by your browser. Cookies allow us to recognize your browser, remember your preferences, keep you signed in, and understand how you use our services. They may be set by us (first-party cookies) or by others (third-party cookies, such as for analytics or advertising).

Web Beacons and Pixel Tags: Tiny graphics or snippets of code embedded in web pages or emails that link to our servers, used to measure campaign effectiveness, understand usage, and deliver content. We and our partners, including retargeting service providers, may use pixels placed on our services to set cookies on visitors' browsers for the purpose of serving targeted advertisements on other websites, apps, and platforms.

Advertising Identifiers: Resettable identifiers provided by mobile operating systems, such as Apple's Identifier for Advertisers and Google's Advertising ID.

Local Storage and Software Development Kits: Technologies that save information directly on your device to remember settings, improve performance, support app functionality, and support analytics.

Analytics and Session Tools: Tools that help us understand aggregate traffic patterns and diagnose issues. We use Google Analytics and Google Tag Manager on certain of our websites to track traffic patterns, measure engagement, and improve our websites and services. These tools may collect technical information such as your IP address, browser type, pages visited, and time spent on our websites.

The cookies we use generally fall into four categories: essential cookies, which are necessary for the services to function; performance cookies, which help us measure and improve performance; functional cookies, which remember your preferences and settings; and targeting cookies, which deliver relevant ads, measure campaign effectiveness, and help retarget you across websites, apps, and platforms. You can manage your cookie preferences through your browser settings. To learn more about cookies generally, visit www.allaboutcookies.org.

Commented [RR1]: @Joel: We note the cookie banner on the USF Athletics site has not yet been updated per the recommendations from Claire Scavone. While this disclosure satisfies state privacy law requirements, we still recommend a cookie door to mitigate the risk of future wiretapping/CIPA claims. We did not see any targeting cookies currently on the Foundation site. The WUSF site seems to be running Google Ads, as well as two cookies I'm not familiar with named Chartbeat and BSP Player that might be sharing data with third parties. We also recommend implementing a cookie door on this site.

Commented [JL1R2]: I'm working on this

You can also learn more about, and opt out of, tracking by some of our third-party partners by visiting the Google Analytics Opt-Out page, the Digital Advertising Alliance Consumer Choice Tool, and the Network Advertising Initiative opt-out page at www.networkadvertising.org/managing/opt_out.asp. iOS and Android operating systems also provide options to limit tracking or reset advertising identifiers. Your email provider may offer settings that prevent the automatic download of images, including web beacons.

Our websites may incorporate third-party technologies—including those provided by ticketing, e-commerce, streaming, and event-services providers—that collect data through cookies and similar technologies to provide services to us and, where disclosed by the third party, for the third party's separate purposes. Our websites may embed social media plug-ins and platform features, including Facebook, X, YouTube, Instagram, LinkedIn, and TikTok. These platforms' data collection practices are governed by their own privacy policies.

9. Third-Party Links

Our websites may contain links to third-party websites, services, or applications, including ticketing and merchandise platforms operated by third parties such as Ticketmaster and Fanatics. When a third party collects personal information directly through its platform for its own purposes, the third party's privacy notice applies to that processing. This Notice continues to apply to personal information that the Covered Entities receive or otherwise process in connection with the platform. We do not control the privacy practices of these third parties and are not responsible for their privacy notices or policies. We encourage you to review the privacy notice of any third-party website you visit.

10. Marketing and Other Communications

When you interact with the Covered Entities, you agree that we and our affiliates, agents, and service providers may contact you using the email address, telephone number, or other contact information you provide to deliver communications relating to your account, donation, ticket purchase, membership, or an event, including confirmations, mobile ticket delivery, account verification, security notifications, event updates, schedule or venue changes, weather-related notices, parking and traffic information, health and safety information, and customer service communications. Where permitted by law and consistent with your choices, these communications may be sent using automated technology, prerecorded messages, text messages, or email. Calls may be monitored or recorded where we provide notice and obtain any consent required by law.

We may also send you marketing and promotional communications about tickets, memberships, merchandise, camps, events, giving opportunities, and public media programming, and, where permitted, from our sponsors and partners. Where required by applicable law, we will obtain your separate, prior express written consent before sending marketing or promotional communications by autodialed or prerecorded-voice calls or texts. You may opt out of marketing communications at any time by following the opt-out instructions included in the applicable communication or by submitting a written request to the applicable Covered Entity at the contact information provided in Section 19, without affecting your receipt of transactional or informational messages.

11. Video Surveillance, Broadcasts, and Event Recordings (For USF Athletics)

USF Athletics facilities are monitored by closed-circuit video surveillance and video management systems for security and operational purposes. We use this footage to protect the safety of attendees, participants, and staff, to secure our facilities, to detect and investigate security incidents and prohibited conduct, and to support operational and emergency response. We retain surveillance footage in accordance with our records retention schedule and applicable law, and we disclose it only as described in this Notice.

We and our production partners record, broadcast, and stream our events, and we produce promotional and advertising content. If you attend an event, appear in a public area of our facilities, or participate in an event, you may be recorded, photographed, or featured in audio, video, or images. Attendance at a public event may result in incidental capture even where you are not the focus of the recording. The applicable Ticket Terms and Conditions describe permissions relating to our use of event recordings.

12. Venue WiFi (For USF Athletics)

If you connect to wireless internet made available in or around USF Athletics venues, USF Athletics or the network operator may collect information in connection with that use, including device identifiers, MAC or hardware addresses, IP address, connection times and duration, and network activity associated with your session. USF Athletics or the network operator may use this information to provide and secure the network, manage bandwidth and network performance, enforce acceptable use requirements, and detect and investigate security incidents and misuse. Your use of Venue WiFi is also subject to the applicable WiFi terms and acceptable use

requirements, including the University of South Florida's Acceptable Use Policy, available at https://usf.app.box.com/v/usfpolicy0-502.

13. Children

Our websites and services are not directed to children under the age of 13, and we do not knowingly solicit or collect personal information directly from children under 13 through our websites or services. If we become aware that we have inadvertently collected personal information from a child under 13 without verifiable parental consent, we will take steps to delete such information promptly.

Commented [JF2]: @Joel: Please confirm that the "Growing Up Green & Gold" program does not have a child-facing digital component (e.g., a portal or landing page where the child interacts directly).

Commented [JL2R2]: I've inquired and I'm waiting to hear back.

Parents, guardians, or authorized representatives (such as schools, camps, or youth organizations) may provide personal information relating to a minor in connection with a ticket purchase, event registration, or similar transaction. We recognize that families attend our events and that young fans and listeners follow our teams and programming. Where we collect information about a child—for example, in connection with youth camps, clinics, kids' clubs, or youth ticket pricing—we collect it from the child's parent or legal guardian, or from a school, camp, or organizational representative authorized to provide it, and we use it only to administer the program or the ticket purchase, for security purposes, as required by law, or as requested or directed by the parent, guardian, or authorized representative. We do not sell or share information about children for advertising purposes, and we do not use it for targeted advertising.

If you are a parent or legal guardian and believe your child has provided us with personal information without your consent, please contact us at the applicable contact information provided in Section 19 and mark your inquiry "COPPA Information Request."

14. Data Retention

We retain personal information only for as long as reasonably necessary to fulfill the purposes described in this Notice, unless a longer retention period is required or permitted by law. To determine the appropriate retention period, we consider the amount, nature, and sensitivity of the personal information, the purposes for which it was collected, and any applicable legal or recordkeeping requirements, including those applicable to a state university and its affiliated organizations. When personal information is no longer reasonably necessary, we delete, deidentify, or securely dispose of it in accordance with applicable retention schedules and law.

15. Your Privacy Choices

Certain U.S. state privacy laws provide individuals with rights concerning their personal information, such as rights to access, correct, delete, or obtain a portable copy of their information and rights to opt out of certain advertising or disclosures. These laws generally apply only to organizations that meet specified definitions and thresholds. Based on the nonprofit status and current data-processing activities of the Covered Entities, we are not currently required to provide consumer privacy rights under comprehensive state consumer privacy laws. Nothing in this Notice creates rights beyond those provided by applicable law.

You have the following choices regarding your information:

Marketing communications: You can opt out of marketing communications at any time by following the opt-out instructions in the applicable communication or by contacting us at the contact information provided in Section 19.

Cookies and advertising technologies: You can manage cookies and opt out of certain third-party advertising technologies, as described in Section 8.

Account information: You can review and update certain contact and account information by contacting us at the applicable contact information provided in Section 19.

16. Data Security

The security of your information is important to us. We use reasonable administrative, technical, and physical security measures designed to protect personal information, including firewalls, encryption, and access controls. No method of transmission over the internet or electronic storage is completely secure, and we cannot guarantee absolute security.

17. Updates to This Notice

We may update this Notice from time to time to reflect changes in our practices or applicable law. Any updates will be posted on our websites with a revised "Last Updated" date. If we make a material change, we may provide additional notice as required by applicable law or appropriate under the circumstances. We encourage you to review this Notice periodically for the latest information on our privacy practices.

18. International Users

Our services are based and administered in the United States and are governed by U.S. law. The services are not directed at, and we do not knowingly market or recruit to, individuals located outside the United States. If you access our services from outside the United States, your personal information may be transferred to, stored in, and processed in the United States, where privacy laws may differ from those in your jurisdiction and may not provide the same level of protection as the laws of your own country. Information stored in the United States may be subject to access requests by governments, courts, law enforcement, or regulatory agencies in accordance with applicable law.

19. Contact Details

If you have any questions about this Notice or our privacy practices, or if you wish to submit a privacy-related request, you may contact the applicable Covered Entity at:

University of South Florida Board of Trustees
4202 E. Fowler Ave, CGS 201, Tampa, FL 33620
Email: help@usf.edu

University of South Florida Foundation, Inc.

University of South Florida Alumni Association, Inc.
4202 E. Fowler Avenue, ALC 100, Tampa, FL 33620
Email: DIR_ADV_OPERATIONS@usf.edu

USF Athletics Department
4202 E. Fowler Avenue, ATH 100, Tampa, FL 33620
Email: bullstickets@usf.edu

WUSF Public Media/WSMR
4202 E. Fowler Avenue, WRB 101, Tampa, FL 33620
Email: wrightlandry@wusf.org
Phone: (813) 974-4000