

Sweepstakes Privacy Policy

Last updated: December 4, 2019

This TD Ameritrade, Inc. (“TD Ameritrade”) Sweepstakes Privacy Policy (“Sweepstakes Privacy Policy”) applies to all TD Ameritrade-sponsored sweepstakes, unless stated otherwise in the official rules of any particular sweepstakes, contest or giveaway (collectively, referred to herein as “Sweepstakes”). The purpose of this Sweepstakes Privacy Policy is to disclose to you the types of information we may collect as a result of your participation in any TD Ameritrade-sponsored Sweepstakes, how we’ll collect, use and disclose it, and our efforts to protect that information. Any information collected by us online is gathered in accordance with and subject to the TD Ameritrade Cookie Policy.

How we Collect Information

Sweepstakes Conducted Online

We may request that you provide certain personal information, such as your name, date of birth, username, password, email address and mailing address, and certain other information about you as needed to participate. We will also collect information about your activity and participation in the Sweepstakes. If the Sweepstakes requires you to create a profile, we will collect any information or images you choose to include in such a profile.

We may automatically obtain information about when and how you access and use the Sweepstakes website (“Usage Information”), such as information about your device hardware and software, search terms or links that led you to the website, all the areas of the website that you use, and your IP address or other device identifier (“Device Identifier”). We may use a variety of technologies to collect Usage Information, including cookies, embedded scripts, and web beacons (which may also be included in emails we send to you).

We may also collect information in connection with your use of third party social media platforms, and may include features that allow you to share your performance during or participation in the Sweepstakes. In addition, third parties may provide us with non-personally identifiable information about the demographics or interests of the types of visitors we receive on our Sweepstakes site.

Sweepstakes Conducted In-Person or By Mail

You may be asked to provide your name, email address, physical address or other contact information, your interests or preferences and other demographic information and other personal information necessary to enter into, participate in and determine eligibility for that Sweepstakes.

How we Use Information

We use the information you provide, however collected, to administer the Sweepstakes, to communicate with you about the Sweepstakes, including winner selection and prize fulfillment, provide you with information, products or services, notify you of other Sweepstakes we think you may be interested in or promote the Sweepstakes, help us verify your identity and that you are eligible to participate in the Sweepstakes, and otherwise prevent fraud and to comply with applicable laws, regulations, and rules as required by law. Usage Information may be collected or used by certain third parties who we may use to help run and maintain the Sweepstakes site and analyze Usage Information. We may keep your Sweepstakes-related information after completion of the Sweepstakes for business management and record keeping purposes and as part of our legal obligations.

How & Why We Share Information

By participating in any Sweepstakes, you give TD Ameritrade consent to use and provide your name, contact information, and other information and content provided by you in connection with the Sweepstakes, to third parties for the purposes of administering the Sweepstakes and complying with applicable laws, regulations and rules. We may transfer and disclose information, including your personal information and Usage Information, and your Device Identifier, to third parties: (i) to respond to subpoenas or other legal process or if in our opinion such disclosure is required by law; (ii) at the request of governmental authorities conducting an investigation; (iii) to enforce this Sweepstakes Privacy Policy or the official rules of a Sweepstakes or other applicable TD Ameritrade policies; or (iv) to respond to an emergency or otherwise to protect the safety, rights, property or security of TD Ameritrade, third parties, site visitors, or the public. We may also use Device Identifiers to identify users, and may do so in cooperation with copyright owners, Internet service providers, wireless service providers or law enforcement agencies in our discretion. These disclosures may be carried out without notice to you.

We may disclose and transfer your personal information, in the following situations: (i) to a subsequent owner, co-owner or operator of the site or applicable database; (ii) if TD Ameritrade or any of its affiliated companies assigns its rights regarding any of your information to a third party; (iii) in connection with a corporate merger, consolidation, restructuring, the sale of certain of TD Ameritrade's ownership interests, assets, or both, or other corporate change, including, without limitation, during the course of any due diligence process; or (iv) with our affiliated companies, primarily for business and operational purposes.

If the Sweepstakes requires creating a profile or account that you use to participate in the Sweepstakes, that profile may be visible to other participants under the official rules. You should not add anything to your profile that you do not want to be publicly available. If you use any available social media widgets to post about the Sweepstakes or your participation in it, that information will be visible to anyone permitted to view your social media accounts and used in accordance with those platforms' privacy policies.

Third Party Content, Links to Other Sites, and Site Content Found Outside of the Site

Certain content on a Sweepstakes site may be hosted and served by third parties, and the site may contain links to third party web sites that we do not control. Some Sweepstakes may be co-sponsored by a third party, which may receive your information and their use will be subject to their policies.

A Sweepstakes site may contain certain third party content or applications. We may also link to third party sites that provide rewards or prizes for the Sweepstakes. These third parties may collect Usage Information through the use of their own cookies and web beacons, independently collect data or solicit personal information, and may have the ability to track your use of their sites and services. We are not responsible for the privacy practices employed by any third party.

Security

We take commercially reasonable steps to help protect and secure the information we collect. However, no data transmission over the Internet or wireless network, or electronic storage of information can be guaranteed to be 100% secure. Please note that we cannot ensure or warrant the security of any information we collect. You use any Sweepstakes site and provide us with your information at your own risk.

Changing Your Information and Preferences

If applicable to that Sweepstakes, you may be able to review and update some of your personal information and preferences by editing the profile you created in order to participate. If you would like to opt-out of receiving marketing emails from us about other Sweepstakes, please follow the unsubscribe instructions in the email you received. Please note that we may continue to send emails relating to your use of the site, service announcements, notices of changes to this Sweepstakes Privacy Policy, Cookie Policy or similar messages, even if you opt-out from marketing emails.

We may share your personal information with our affiliated companies for their marketing or promotional purposes. To opt-out of such sharing, send us an email at privacy@tdameritrade.com. You cannot opt out of any sharing necessary to run the Sweepstakes.

You are responsible for maintaining the accuracy of the information you submit to us, such as your contact information. We will make good faith efforts to make your requested changes as soon as reasonably practicable. However, we may retain information that you update or change, for instance, in our internal records. We generally do not remove your public postings, although you may be able to do so manually.

Children's Privacy

Our Sweepstakes are not intended for users under the age of eighteen (18), and we do not knowingly collect personal information from users under this age.

Changes to the Sweepstakes Privacy Policy

This Sweepstakes Privacy Policy may be modified from time to time in our sole discretion, and those modifications may include material changes. If we modify this Sweepstakes Privacy Policy, we will promptly post the revised Sweepstakes Privacy Policy here and update the "last modified" date at the top. By continuing signing up and/or participating in any Sweepstakes, you agree to be bound by the posted version of the Sweepstakes Privacy Policy at that time.

Contact Us

We take your privacy seriously, and maintain a process to respond to your questions about this Sweepstakes Privacy Policy. Please direct your questions to privacy@tdameritrade.com, and include Sweepstakes Privacy Policy in the Subject Line.

For Sweepstakes sponsored by the TD Ameritrade Network, please contact support@tdameritradenetwork.com, with Sweepstakes Privacy Policy in the Subject Line.

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