

WEKU Privacy Statement

Last updated: October 14, 2026

1. Introduction, Scope & Who We Are

This Privacy Statement explains how WEKU (“WEKU” “we,” “us,” or “our”) collects, uses, shares, and protects your personal information, and the choices you have.

As a public media organization, we hold the information you share with us in trust, and we use it to serve you, provide better benefits, and nurture the public radio community we build together.

This Statement applies only to WEKU's website at www.weku.org, our *mobile apps, streaming and podcasts, email newsletters, donations* (together, our “Services”).

WEKU is the “controller” of the personal information described in this Statement — meaning we decide why and how it is processed.

2. Information We Collect

We collect personal information in three ways:

- Information you provide directly — such as your name, postal and email address, telephone number, donation and membership details, event registrations, survey responses, contest entries, and the contents of messages you send us.
- Information collected automatically — such as your IP address, device and browser identifiers, cookie IDs and pixels associated with your browsers, listening and streaming activity, app usage, approximate location, and email opens and clicks.
- Information from other sources — such as *reputable data providers, the Contributor Development Partnership (CDP), single sign-on (SSO) providers, social media platforms, and NPR.*

Sensitive personal information. We process sensitive personal data only with your consent. For more information see Exhibit A.

Children. Our Services are intended for adults; please see Section 10.

3. How We Use Personal Information

We use the personal information we collect to:

- Provide, personalize, and improve our Services and content.
- Process your donations, issue tax receipts, and administer your membership.
- Deliver and coordinate member benefits, such as NPR+, and communicate with you — including newsletters, fundraising, and membership messages.
- Understand our audience through analytics and research, so we can serve the community better.
- Keep our Services secure, prevent fraud, and comply with the law.

We use your information only for the purposes described here or for compatible purposes, and we limit what we collect to what is reasonably necessary for these uses.

4. Who We Share Your Personal Information With

WEKU may share personal information with the following entities for the purposes set forth above:

- Service providers — vendors that help us operate (for example, payment processing, email delivery, website hosting, analytics, and fundraising), under contracts that require them to protect your information and use it only on our behalf.
- NPR — if you are a donor with us and have also donated to NPR -- to recognize the supporters we share with NPR and to deliver to you any benefits that you may have earned, we may share information with NPR such as your name, contact information, donation frequency, and your donor status or giving level. We do not share payment card or financial account numbers for this purpose. You may opt out of this sharing at any time by emailing us at supportweku@eku.edu. Opting out will not affect your status with us, though it may limit our ability to deliver certain Network benefits that may be provided by NPR
- Analytics and Marketing/Advertising Entities -- subject to your choices in Sections 6 and 7.
- We may share your information with affiliated and unaffiliated companies that perform tasks on our behalf related to our business. Such tasks include analyzing website usage data, customer service, electronic and postal mail service, and social and other media services.
- We may work with other companies who place cookies, tags, and web beacons on our websites. These companies help operate our websites and provide you with additional products and services.
- We may also use third-party advertising networks to serve advertisements on our behalf. The cookies received with the banner advertisements served by these networks may be used to collect and build behavioral profiles by these companies to deliver targeted advertisements on our website and unaffiliated websites.
- Social Media: Our online services may use social media plugins (e.g., the Facebook "Like" button, "Share to Twitter" button) to enable you to easily interact with certain social media websites (e.g., Facebook, Twitter, Instagram) and share information with others. When you visit our services, the operators of the available social media plugins can place a cookie on your device enabling such operators to recognize individuals who have previously visited our services. If you are logged in to these social media websites while visiting our services, the social media plugins allow the relevant social media websites to receive information that you have visited our services or other information. The social media plugins also allow the applicable social media websites to share information about your activities on our services with other users of the social media website. We do not control any of the content from the social media plugins. We may also interact with you on social media platforms. If you contact us on one of our social media platforms, request services, or otherwise communicate directly with us on social media, we may contact you to interact with you. For more information about social media advertising and social media plugins from other social media websites, please refer to those websites' privacy and data sharing statements.
- Professional advisors and in business transfers — such as auditors and lawyers, or in a merger, acquisition, or reorganization.
- Legal and safety — to comply with law, respond to lawful requests, and protect the rights, property, and safety of WEKU, our community, and others.

5. Participating in the NPR Donor Data Matching Process

WEKU is proudly affiliated with NPR. Together with NPR and other participating stations, we build community, sustain the journalism and programming you value, and give you a better,

more connected experience across public media. Participating in the NPR's donor data matching program helps us work with NPR to recognize the people we serve in common, deliver the benefits you've earned, and reduce duplicate or mistimed requests — all as careful stewards of your information.

- What we share with NPR — information such as your name, our station call letters, donation frequency, and your donor status or giving level. We do not share payment card or financial account numbers for this purpose.
- Who receives it — NPR and a service provider we may jointly use to affect the matching process.
- Your choice — you may opt out of this sharing at any time by contacting us at supportweku@eku.edu, and we will honor your consent preferences. Opting out will not affect your relationship with us, though it may limit our and NPR's ability to deliver certain NPR benefits.

6. Your Privacy Rights & Choices

Depending on where you live, you may have the following rights regarding your personal information:

- Confirm whether we are processing your personal information, and access a copy of it.
- Correct inaccuracies in your personal information.
- Delete your personal information.
- Obtain a portable copy of your personal information.
- Opt out of the sale of your personal information, targeted advertising, and certain profiling.
- Appeal a decision if we decline your request.

How to exercise your rights. Submit a request by emailing supportweku@eku.edu. We will respond within 45 days and may extend by up to 45 additional days when reasonably necessary, with notice. To protect you, we may need to verify your identity, and you may use an authorized agent. There is no charge to exercise your rights subject to limits for excessive or repetitive requests, and you do not need to create an account to make a request.

Your Privacy Choices (opt-out link). To opt out of the sale or sharing of your personal information and of targeted advertising, use our “Your Privacy Choices” link which we make available in the footer of every page of our website and [here](#). You may also [contact us](#).

Appeals. If we decline to act on your request, we will explain why within 45 days. You may appeal that decision by emailing supportweku@eku.edu; we will respond to your appeal within 45 days, up to 60 days where permitted and explain the action we take. If your appeal is denied, you may contact the [**Kentucky Attorney General**](#) to submit a complaint.

Opt-out preference signals. WEKU recognizes and honors universal opt-out preference signals, such as Global Privacy Control (GPC), where required by law.

Everyday choices. You can unsubscribe from marketing emails using the link in any message.

Non-discrimination. We will not deny you services or provide a different level or quality of service because you exercised your privacy rights. You may give or withdraw your consent for the processing of sensitive data at any time.

7. Cookies & Tracking Technologies

WEKU and our service providers use cookies, pixels, and similar technologies for essential site functions, for analytics, for example, Google Analytics. You can control these through our cookie settings. We honor Global Privacy Control (GPC) signals. WEKU does not respond to browser “Do Not Track” signals at this time.

8. Data Security

WEKU maintains reasonable administrative, technical, and physical safeguards designed to protect personal information, and payment information is encrypted. No method of transmission or storage can be guaranteed to be 100% secure, but we work hard to protect the information you entrust to us.

9. Data Retention

We keep personal information only as long as needed for the purposes described in this Statement, to meet our legal and operational requirements, and to maintain your membership relationship. When it is no longer needed or where required by applicable law, we delete or de-identify it.

10. Children's Privacy

Our Services are intended for adults and are not directed to children under 13. We do not knowingly collect personal information from children under 13 without verifiable parental consent. We also do not sell, or process for targeted advertising, the personal information of consumers we know to be 13 to 16 years old without consent. If a parent or guardian suspects our unintentional collection of their child’s information, they may contact us to exercise a child's rights.

11. Third-Party Links & Services

Our Services may link to third-party websites and services that we do not control and whose privacy practices differ from ours; please review their policies. If you make a payment, our payment processors collect and handle your payment information under their own privacy policies. NPR's services are governed by [NPR's separate privacy policy](#).

12. State-Specific & Structural Disclosures

Your state rights.

Residents of certain states have the specific rights described in Section 6. Where applicable, you can exercise sale/sharing and targeted-advertising opt-outs.

WEKU is governed by Eastern Kentucky University. You can view ECU’s Privacy Statement [here](#).

13. Data Breach Notification

If a security breach affecting your sensitive personal information occurs, WEKU will notify affected individuals and regulators as required by and consistent with applicable law.

14. Changes to This Statement

We may update this Statement from time to time. We will post the updated version at the location of this Privacy Statement with a new effective date. Your continued use of our Services after an update means you accept the updated Statement, except where applicable law may otherwise state.

15. How to Contact Us

WEKU is the controller responsible for your personal information. If you have questions about this Statement, please contact us at:

WEKU

521 Lancaster Ave.

102 Perkins Bldg.

Richmond, KY 40475

e-mail: Supportweku@eku.edu phone: 800-621-8890

EXHIBIT A –

When you engage with our Services, you may provide the following types of personal information:

- **Contact details and profile and account information**, such as your name, email address, postal address, telephone number, password, age, country of residence, travel-related information, or your favorite Member stations.
- **Payment information**, such as payment card details and billing information.
- **Communications and content preferences**, including when you contact us with questions, feedback or otherwise in a message to NPR, in your engagement with our Services, or in connection with your registration for an NPR account, NPR podcast subscription service or benefit provided by NPR on behalf of the NPR Network, application programming interface (API) content access, or any NPR email newsletter.
- **Marketing data**, such as your preferences for receiving our email newsletters and other communications, including marketing, fundraising, membership and other messages, and details about your engagement with them.
- **Job applicant data** when you use the Careers section of the website, such as your employment history, and as otherwise described in the Job Applicants section below.
- **Donation information**. If you choose to donate to NPR or an NPR Member station through the NPR Services, or express interest in or request information about making donations, we may keep a record of these contacts that includes your name, contact information, information about benefits provided by NPR on behalf of the NPR Network or an NPR Member station (such as the NPR+ bundle), and other information about your donation or inquiry. If you choose to donate to an NPR Member station, your information may be collected by that Member station, subject to the Member station's privacy policy, and may be shared with NPR to provide you benefits on behalf of the Member station or to provide you NPR Services.
- **Event data**, such as the information you provide to an event venue or us when you register for an event or an NPR tour. This information may include information collected to purchase or obtain a ticket or screen visitors for security purposes.
- **Survey data**, such as the information you provide when you participate in a survey. This may include information such as date of birth, gender, information about your employment, education level, income level, geographic location, and demographic information such as race and ethnic origin and sexual orientation. Where required under applicable law, we will only process demographic information with your explicit consent.
- **Contest data** that you provide to participate in a contest, giveaway or sweepstakes, such as information about those who appeared in your submission or helped you prepare it.
- **User Materials** that you post, upload, or otherwise submit to NPR.
- **Other data** not specifically listed here, which we will use as described in this Privacy Policy or as otherwise disclosed at the time of collection.

Information Automatically Collected Through Technology

We, our service providers, and our vendors automatically collect certain information about your computer or device and your interactions with our Services through access logs, cookies, pixel tags and other tracking technologies. Depending on which NPR Services you use and how you access them, the information collected automatically may include:

- The Internet Protocol address (IP address) of your computer or device used to access the NPR Services or play podcasts or other media content downloaded through our Services.
- The domain name of your Internet Service Provider.
- The website, application, platform or service you visited before and after visiting an NPR Service.
- Search terms you enter using the NPR Services or on a referring website.
- Your approximate geographic location information (derived from your IP address) and/or more precise information about the specific location of your device if you have given NPR explicit consent to receive this information for an NPR application on your mobile device.
- The make, model, carrier and unique device identifier for your mobile device, the unique advertising identifier (for example, Google Advertising ID) that allows mobile applications running on your mobile device to gather data for purposes of serving targeted advertising or personalized or "interest-based" sponsorship credits, and other information about your computer or mobile device and its browser, operating system, settings and software. If you have an iOS mobile device, we may collect the Apple IDFA (a unique advertising identifier) if you have given NPR consent to receive this information for an NPR mobile application on your device.
- Automobile make (for certain connected car platforms).
- The dates, times, duration, frequency and other details of your interactions with our Services.
- Your navigation path through the NPR Services, including any "favorites" you select, and patterns in the paths you take.
- A list of files you download, listen to, view, email, text or otherwise share and other content preferences.
- The amount of time spent listening to or viewing media files or pages.
- Listening data collected both when you download and listen to podcasts or other media files. Listening data includes descriptions of the title, episodes, segments and sponsorship credits included in a podcast or other media file, time and date stamps for download and playback events (for example, when a file is downloaded and when playback of a particular segment or sponsorship credit starts, stops, is skipped or is paused), the unique advertising identifier for your mobile device (for example, Google Advertising ID), session IDs and information about the device or platform used to download or play a particular file. The producers of any independently produced podcasts we distribute may also collect the same types of listening data subject to their own privacy policies, which may differ from ours.

- Information about your interactions with our email messages, such as links you click on and whether you open or forward a message, the date and time of these interactions, and information about the computer or device you use to read emails.
- Any errors you encountered during your use of our Services

We make use of third-party services, such as analytics, programmatic digital sponsorship platforms, cookie data collection (including cookie identifiers), and linking services (collectively, "Analytics & Sponsorship Services"). These Analytics & Sponsorship Services may include:

- Google Analytics 4, Google Universal Analytics, Google Analytics Demographics and Interest Reporting, Remarketing with Google Analytics, Google Ad Manager, and the services of our other vendors. These Analytics & Sponsorship Services may use cookies, pixel tags, hash values, and other tracking and storage technologies to collect, receive, or share information (this shared information does not include your unhashed name or email address you register with NPR) from our Services and elsewhere on the Internet and use that information to analyze and measure our audience and target and evaluate the effectiveness of sponsorship credits and marketing messages in our Services.
- First-party cookies (such as the Google Analytics cookies) and third-party cookies (such as the Remarketing with Google Analytics and DoubleClick cookies) that may be used together to inform, optimize, and serve sponsorship credits based on your past interactions with our Services and other websites or services.
- In connection with an affiliate-marketing relationship with platforms such as Apple or online retailers, third-party analytics services working with us and such platforms or online retailers may also use cookies to uniquely identify the browsers of (i) users who click on marketing messages we display to promote our podcasts available through Apple Podcasts or iTunes and then later purchase a podcast subscription through Apple, or (ii) users who click on links to an online retailer in NPR content mentioning books, music, or other related merchandise and then later purchase that merchandise on the online retailer's site.
- When you use our Services and enter your email address on our Services (either to log in, or to sign up for a newsletter, or take similar actions), we may share with vendors, such as LiveRamp, information that we collect from you, such as a hash value based on your email address, IP address, or information about your browser or operating system. These vendors, such as LiveRamp, act as "joint controllers" (as applicable depending on the law where you live) in processing this information. Vendors, like LiveRamp, use this information to create an online identification code that we may store in our first-party cookie for our use in online, in-app, and cross-channel sponsorship and marketing messages, and for the purpose of recognizing your devices. This code does not contain any of your directly identifiable personal information and will not be used by vendors, such as LiveRamp, to determine your name or email address, or to otherwise directly identify you. The identification code may be shared with sponsorship vendors to enable "interest-based" and targeted sponsorship and marketing messages.

- In addition, we may use analytics data, including but not limited to, geographic, demographic, and interest reporting information to recognize and understand user preferences, make improvements, and for other operational purposes.

An Analytics & Sponsorship Service's ability to use and share information is covered by that service's terms of use and privacy policy. To learn more about how Google uses data, visit <https://policies.google.com/technologies/partner-sites>.

Detailed information on LiveRamp's data processing activities is available in LiveRamp's privacy policy: <https://liveramp.com/privacy/>.

Further information about our use of cookies, pixel tags and other tracking technologies can be found in our Cookie Policy and in the "Privacy Rights and Choices" section below.

Information We Obtain From Other Sources

- **Platform and public media single sign-on and sharing tools.** Our Services allow users to sign in to their NPR accounts using their credentials from platforms such as Apple, Facebook, and Google or from public media organizations such as our Member stations or PBS (each an "SSO Provider"). If you sign in to our Services through an SSO Provider, we will receive your email address and certain profile information from such SSO Provider in accordance with its privacy policy and your SSO Provider account privacy settings. Any information that we collect from your SSO Provider account may depend on the privacy settings you have selected with that SSO Provider, so please consult the applicable SSO Provider's privacy and data policies to learn how to manage these settings. If you use tools on our Services that allow you to share stories or other content with your friends and followers on an SSO Provider's platform such as Facebook, Flipboard, or Google, that action and any information you share may be used by the SSO Provider according to its own privacy policy.
- **Member stations.** We may obtain personal information from our Member stations to provide services on their behalf in accordance with their privacy policies or to provide our Services to you as otherwise described in this Privacy Policy.
- **Other third parties.** We may obtain personal information from other third parties, such as sponsorship and marketing vendors, event venues, podcast producers, publicly-available sources and data providers.