



Personal Data Collection and Usage by Program

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Abundance 360 Conference

Personal Data Category	Types of Personal Data	Purpose of Processing
Payment Forms	- First & Last Name - Email - Credit Card Info	- Payment/Registration
Application - Step 1	First Name Last Name Email Phone Industry Hope to gain from membership Grand Challenge Interest Exponential Tech Interest	- Collect info to see if qualified - Help shape member experience
Application - Step 2	First Name Last Name Email Phone LinkedIn Gender Birthday City State Country Company Title Industry Company Description Website Number of companies founded Angel Investor Benefits of joining A360 How did you hear about us Member of any organizations Attended an SU program Membership Type	- Collect info to see if qualified - Help shape member experience
Patron Membership	First Name Last Name Email Phone First Name 2 Last Name 2 Email 2 Phone 2 Company Website Logo AD Invitee Name & Email x10 Arrival & Departure Date & Time	- Fulfill patron membership entitlements
RSVP	First Name Last Name Email	-See who will RSVP to meetups
MTP Update	First Name Last Name	-For event information & member app

	Email MTP	
AD Invite Form	First Name Last Name Email AD Invitee Name & Email x5	-Fulfill renewal benefit
Member Profile	Public: First Name Last Name Email Phone Company Title Industry Company Description Address City State Country Postal Code LinkedIn Website Number companies founded # A360 events attended Member of Orgs MTP Grand Challenge Exp. Tech Bio Photo Event Specific: Emergency Contact Name Emergency Contact Phone Food Allergies Assistant Name, Email, Phone Gender Shirt Size Birthday Attended SU Program Size/Value of Company Number of employees Angel Investor	- Badges - Registration - Member app profiles - Event networking groups- Shipping information for product giveaways
Tech Hub	Company Industry Description Website Logo 1 Pager Video POC - name, email, phone Staff Passes - first & last name Booth requirements Street address City State Country Postal Code	- set up expo booth space - display your logos on monitors - display your company information on digital and physical formats - promote your company to members
Member Referral	First Name - Referral Last Name - Referral Email - Referral	-Members to refer people into the community (internal)

	First Name - Referrer Last Name - Referrer Email - Referrer	
Community Engagement Interview	First Name Last Name Email Did they attend last year Are they currently registered Linked In Prospect Provide value to agenda Facilitate breakout Provide sponsor contacts Changed Same Reviewed details Promote via linkedin Peers to invite Orgs they belong to Community contributions Desired Discussions Success Story Referral Outreach Plan Agenda Contributions Review nominated companies Special Outreaches Sponsorship Nominations Outreach Plan Post Call Checklist	- Sponsorship leads -Internal analytic
App Qualified	Email Status	-internal - trigger workflow if person is or is not qualified
App Accepted	Interviewer Initials Email Win Relationship Notes Petaverse Notes Interview Notes Accepted (Y/N)	-internal - trigger workflow if person is or is not accepted

Abundance Digital

Personal Data Category	Types of Personal Data	Purpose of Processing
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New Member Application	First Name Last Name Email Phone Number (Optional) City State Country Age Range What Excites You Most About Abundance Digital? How Did You Hear About Abundance Digital? Please Explain Tell Us About Yourself-- Be As Detailed or Brief As You'd Like What Do You Hope To Gain From Your Membership?	- Collect information to create personalized content and help deliver on your expectations - If you do not become a member, we will add you to our marketing sequences for future events and special offers
Sample Content Form	First Name Last Name Email	-If you do not become a member, we will use the information to send emails about future events and special offers
Contact Us	First Name Last Name Email Ask Your Question(s) Below. We Will Contact You Within One Business Day.	- Creates a Customer Support Ticket for followup
Webinar RSVP	First Name Last Name Email	- Sends the link to join a promotional webinar - 5-email sequence after the webinar, inviting you to become a member
Zoom Breakout Session Survey	First Name Last Name Email Country	Collect feedback on Zoom Breakout Sessions to better serve our members
Post-Webinar Survey	First Name Last Name Email Country	Collect feedback on webinars to better serve our members
Feedback Survey	First Name Last Name Email On a Scale of 1-5 (5 Being the Highest), Rate Your Experience in the Community	Collect feedback from our members ~2-3 times per year

Country Partners

Personal Data Category	Types of Personal Data	Purpose of Processing
Application Information (Country	- First & Last Name	We use Country Partner Application

Partner)	<ul style="list-style-type: none"> - Phone Number - Email Address - Title - Company information (name, location investors, business practices, board of directors, company officers etc.) - BoD and Company Officer background information 	<p>Information to:</p> <ul style="list-style-type: none"> - Evaluate your application as a potential SU Country Partner - Further coordinate and set up interview via the email address and phone number you provided - As part of partner evaluation, perform due diligence and background checks via 3rd party databases and/or services
Registration Information (Country Partner Event)	<ul style="list-style-type: none"> - First Name (reqd) - Last Name (reqd) - Primary Email Address (reqd) - Company (reqd) - Attendee_Status(reqd) - is_alumni? (reqd) - Company url(optional) - Alternative Email (optional) - Title (optional) - Phone Number (optional) - Gender (optional) - Citizenship (Optional) - Secondary Citizenship (Optional) - Mailing address (optional) - Mailing Country(optional) - Mailing City(optional) - Industry (optional) - Short bio (optional) - _Facebook_url (optional) - _Twitter_url (optional) - _LinkedIn_url(optional) - _Medium_(optional) 	<p>We use Registration Information to:</p> <ul style="list-style-type: none"> - To send you emails about future SU Programs - To mark your status in the SU Global Directory as alumni (if applicable)
Inquiry (Country Partner)	<ul style="list-style-type: none"> - First - Last - Email Address - Company Name - Job Title - Country 	<p>We use Country Partner Inquiry Information to:</p> <ul style="list-style-type: none"> - contact you via email to provide you more information about SU Country Partnerships

DASH

Personal Data Category	Types of Personal Data	Purpose of Processing
Registration Information (DASH Account)	<ul style="list-style-type: none"> - first_name - last_name - position (title) - email - user_login - id - user_id 	<p>We use DASH Registration Information to:</p> <ul style="list-style-type: none"> - To provide you with access to and to manage your account - To message you via email regarding your account - To provide you with additional information and offers related to your

		account
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Enterprise Solutions

Personal Data Category	Types of Personal Data	Purpose of Processing
Registration Information (Enterprise Solutions Program - PEL / ESTP)	<ul style="list-style-type: none"> - Name - Title - Company - Dietary restrictions 	<p>We use Enterprise Solutions Registration Information to:</p> <ul style="list-style-type: none"> - create in-program name cards/badges - adequately prepare for dietary restrictions
Survey (Post Program)	<ul style="list-style-type: none"> - First - Last - Email - IP Address 	<p>We use Post Program Survey Information to:</p> <ul style="list-style-type: none"> - Evaluate the success of our program - Improve the design and operation of future programs - Conduct sales outreach based on stated interests
Inquiry (Enterprise Solutions)	<ul style="list-style-type: none"> - First Name - Last Name - Email Address - Company Name - Job Title - Country - Phone Number - What Problem are you trying to solve? - What brings you to SU today? 	<p>We use Enterprise Solutions Inquiry Information to:</p> <ul style="list-style-type: none"> - contact you via email to provide you more information about SU Enterprise Solutions

Faculty Operations

Personal Data Category	Types of Personal Data	Purpose of Processing
Application Information (SU Faculty)	<ul style="list-style-type: none"> - first name?* - last name?* - email address - phone number - country - connections to SU community/other faculty - LinkedIn profile - Biography - video links - social media presence (twitter, facebook, instagram, snapchat, 	<p>We use SU Faculty Application Information to:</p> <ul style="list-style-type: none"> - Evaluate your application to become an SU Faculty member (clout, topic relevance, speaking ability, SU needs, etc) - To coordinate further interviews and transfer documentation via the email address provided - If selected as faculty - Use in SU event, web, and marketing

	youtube, etc.)	<ul style="list-style-type: none"> - To send faculty newsletter - To inform event attendees of speakers and talk topics - To send pre-event summaries
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GIC - Global Impact Competition

Personal Data Category	Types of Personal Data	Purpose of Processing
Application Information	GIC application <ul style="list-style-type: none"> -Name -Title/occupation -Address -Photographs/Video footage -Phone numbers -Email addresses -Social media account information -Age -Gender -Passport or other identification numbers -Passport photos and numbers (requested for only GIC winners applying for visas) 	We Use Registration Information to: <ul style="list-style-type: none"> - evaluate your competition entry - coordinate with you in the event your entry is selected as a finalist - coordinate your travel and participation in a Singularity University event if your entry is selected as a competition winner
Application Information	GIC Organizer Application <ul style="list-style-type: none"> - Name - Date of Birth - Email address - Physical address - Phone number - social media accounts (Skype & Linked In) - Company name - Country - citizenship 	We Use Registration Information to: <ul style="list-style-type: none"> - evaluate your ability to organize a GIC in your home country - coordinate with you if your application is accepted
Mailing List (GIC Mailing List Sign-up)	<ul style="list-style-type: none"> - First - Last - Email Address - Company Name - Job Title - Country - Phone number 	We use GIC Mailing List Sign-up Information to: <ul style="list-style-type: none"> - send you updates via email address you provided
Inquiry (GIC Sponsor)	<ul style="list-style-type: none"> - First - Last - Email Address - Company Name - Job Title - Country - Phone number 	We use GIC Sponsor Inquiry Information to: <ul style="list-style-type: none"> - contact you via email or phone to discuss your inquiry into GIC sponsorship

Registration Information (GIC Winner announcement)	<ul style="list-style-type: none"> - Name - Email address 	<p>We use GIC Winner Announcement Registration Information to:</p> <ul style="list-style-type: none"> - prepare for the announcement event - Anticipate audience size - Properly coordinate event logistics

Global SingularityU Chapters

Personal Data Category	Types of Personal Data	Purpose of Processing
Application Information (SingularityU Chapters)	<ul style="list-style-type: none"> - Name - Address - Phone number - Country - City - Role 	<p>We use Chapter Application Information to:</p> <ul style="list-style-type: none"> - evaluate your potential role as SingularityU leadership - Coordinate and share documentation with you via the email address provided if selected as chapter leadership - Send SU community updates to Chapter Leaders - Send Leadership Surveys to Chapter Leaders
Survey (Chapter Leadership)	<ul style="list-style-type: none"> - Nationality - Gender Identity - Would you describe yourself as transgender? - How would you describe yourself? 	<p>We use Chapter Leadership Survey Information to:</p> <ul style="list-style-type: none"> - evaluate demographics of the Global SU Community Leadership - Improve SU HQ Support and communications for chapter leadership - Improve Overall Experience for Chapter Leaders - Improve Effectiveness of Chapter Leaders
Inquiry (SingularityU Chapters)	<ul style="list-style-type: none"> - first - last - email address - country 	<p>We use Chapter Inquiry Information to:</p> <ul style="list-style-type: none"> - Contact you via the email address provided to respond to concerns raised or questions asked. - Sign you up to the SU newsletter (if requested) - Process your feedback/comments

Individual Memberships

Personal Data Category	Types of Personal Data	Purpose of Processing
Registration (Hubspot)	Name Business Email Country State Mobile Phone Number Company Name Industry Educational Level How did you hear about SU? What do you want to get out of the SU community? Topics of Interest Expertise	Process the users membership request Customize content and experiences Send relevant communications and updates Make connections and recommendations
Account Creation (Mighty Networks)	First name Last name Profile picture	Create a user account Match user account with data in SU's CRM
Profile	First Name Last Name Email Address Network Role City State Country Time Zone Full Location Member Category Plans Purchased Short Bio Joined Date Last Visited Network Signed In with Facebook Signed In with LinkedIn Signed In with Apple Signed In with Password Has iOS App Has Android App Followed Topics Groups Memberships Course Memberships	To deliver member benefits to you, and to inform you of SU-related events, content, people, and other benefits or opportunities associated with your SU membership. We may also use this information to help us understand our members' needs and interests to better tailor our Site and Solutions to meet your needs.

	Ambassador Level Members Referred Referrer Email Referrer Name Referrer ID Avatar URL	
Activity/Usage	Groups joined or left Content created as posts, articles, polls, questions, or events Members invited	To deliver member benefits to you, and to inform you of SU-related events, content, and other benefits or opportunities associated with your SU membership. We may also use this information to help us understand our members' needs and interests to better tailor our Site and Solutions to meet your needs.

International Summits

Personal Data Category	Types of Personal Data	Purpose of Processing
Application Information (Summit Partner)	<ul style="list-style-type: none"> - Name - Email - Company - Title - Address - Date of Birth - Business Function - Job Role - Social Media Information 	<p>We use Summit Partner Application Information to:</p> <ul style="list-style-type: none"> - Evaluate your application as a potential SU Summit partner - Contact you to set up a video interview - Coordinate summit organization, transfer documents if selected as a partner
Registration Information (Summit Attendee)	<ul style="list-style-type: none"> - First Name (reqd) - Last Name (reqd) - Primary Email Address (reqd) - Company (reqd) - Attendee_Status(reqd) - is_alumni? (reqd) - Company url(optional) - Alternative Email (optional) - Title (optional) - Phone Number (optional) - Gender (optional) - Citizenship (Optional) - Secondary Citizenship (Optional) - Mailing address (optional) - Mailing Country(optional) - Mailing City(optional) - Short bio (optional) - _Facebook_url (optional) - _Twitter_url (optional) - _LinkedIn_url(optional) 	<p>We use Summit Attendee Registration Information to:</p> <ul style="list-style-type: none"> - To send you emails about future SU Programs and Opportunities - Mark your status in the SU Global Directory as alumni (if applicable)

	- _Medium_(optional)	
Survey (Post summit)	- First - Last - Email - IP Address	We use Post Summit Survey Information to: - Evaluate the success of our program - Improve the design and operation of future programs - Conduct sales outreach based on stated interests

IPP - Innovation Partnership Program

Personal Data Category	Types of Personal Data	Purpose of Processing
Registration Information (IPP)	- First name - Last name - Title - Company - Corporate email - Assistant Name - Assistant Email Address - Dietary Restrictions	We use IPP Registration Information to: - coordinate travel information to ensure seamless arrival and reception - create in-program name cards/badges - adequately prepare for your dietary restrictions
Survey (In program and Post Program)	- First - Last - Email - Response to poll questions	We use IPP Program Survey Information to: In Program - Keep you engaged - Ensure we are responding to your needs and preferences Post Program - Evaluate the success of our program - Improve the design and operation of future programs
Inquiry (IPP)	- Name - Email - Subject - Message you provide	We use IPP Inquiry Information to: - contact you via email to provide you more information about the IPP and answer any of your questions

Marketing

Personal Data Category	Types of Personal Data	Purpose of Processing
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<p>Survey (Exponential Innovation Assessment)</p>	<ul style="list-style-type: none"> - Name - Company - Additional Company / Personal information you choose to provide 	<p>We use Exponential Innovation Assessment Survey Information to:</p> <ul style="list-style-type: none"> - Help you understand you or your company's innovation readiness - Help you determine what Singularity University products or services might be the best fit for you.
<p>Newsletter Sign-up</p>	<ul style="list-style-type: none"> - Name - Email address 	<p>We use Newsletter Sign-up information to:</p> <ul style="list-style-type: none"> - Send you updates and relevant offers. - Note: you can modify your category preferences and/or unsubscribe at anytime using the links at the bottom of every email we send.

Membership (SU Global Directory)

Personal Data Category	Types of Personal Data	Purpose of Processing
<p>Registration Information (SU Global Directory)</p>	<ul style="list-style-type: none"> - Name - Email address - Bio (about me) - City (primary and secondary) - Country (primary and secondary) - Region (primary and secondary) - Occupation - Company - Title - Website - Social media links - Photo URL (S3) 	<p>We use SU Global Directory Registration Information to:</p> <ul style="list-style-type: none"> - Display your profile information to other members of the SU Global Directory - Enable you to connect with other members of the SU community with similar interests or goals. - Enable other members of the directory to find your profile and contact information via the search functionality

Online Course Enrollment

Personal Data Category	Types of Personal Data	Purpose of Processing
<p>Registration and Account Creation (for Online Courses)</p>	<ul style="list-style-type: none"> - First Name <req> - Last Name <req> - Email <req> 	<p>We use Online Course Registration Information to:</p> <ul style="list-style-type: none"> - Manage the communication and logistics of your course participation.

		<ul style="list-style-type: none"> - To send you emails about future SU Programs and Opportunities - Account/Enrollment Creation - for our online platform (learn.su.org) allowing users to enroll in their courses.
<p>Survey (Post Course) (<i>This data collected is anonymous</i>).</p>	<ul style="list-style-type: none"> - Country of Citizenship - Country of Residency - Age Range - Gender 	<p>We use Post Course Survey Information to:</p> <ul style="list-style-type: none"> - Improve the overall online course experience. - Evaluate the success of our courses - Improve the design and operation of future courses - Evaluate demographics of the Digital Community.

Open Enrollment

EP - Executive Program

Personal Data Category	Types of Personal Data	Purpose of Processing
Inquiry (EP)	<ul style="list-style-type: none"> - First - Last - Email Address - Company Name - Job Title - Country - Phone number 	<p>We use EP Inquiry Information to:</p> <ul style="list-style-type: none"> - send you information about SU EPs via the email address you provided
Application Information (EP)	<ul style="list-style-type: none"> - Full Name - Email Address - Alternative Email - Organization Name - Job Title - Country of Residence - DOB - Gender - City of Residence - State of Residence - Primary - Secondary - Tertiary Citizenship - Ethnicity - Personal Phone Number - Assistant(s) Info <ul style="list-style-type: none"> -Name -phone number -email 	<p>We use EP Application Information to:</p> <ul style="list-style-type: none"> - Evaluate/process your EP application - Coordinate with you on the status of your application

	<ul style="list-style-type: none"> - social media information - personal interest - membership - company info -name -website url -address -org size -org type -industry 	
Registration Information (EP)	<ul style="list-style-type: none"> - First Name - Last Name - Participant Job Title - Participant Company - Application Id - Attendee Id - Citizenship - First Name - Last Name - Participant Notes - Full Name - Participant Full Name - Participant Job Title - Participant Company - Attendee Phone - Email - Alternate Email - Attendee Assistant's Email - Attendee Second Assistant's Email - Attendee Assistant's Phone - Photo - LinkedIn - Emergency Contact - Emergency Contact Email - Emergency Contact Phone - Dietary Restrictions - Other Dietary Restrictions - Health Conditions - Other Allergies - Use_Lodging - Biographical Sketch 	<p>We use EP Application Information to:</p> <ul style="list-style-type: none"> - Collect payment for the program - Coordinate program confirmation and arrival details - Customize the program based on attendee interest - Create in-program badging and other name cards - Customize Catering Preferences/Allergy - Order the appropriate number and size of event materials (t-shirts etc) - If you have an SU Global Directory account, register your status as alumni - Make contact and bio information available to fellow attendees - Enable faculty members to customize presentations based on attendee interest and experience
Survey (Post Program)	<ul style="list-style-type: none"> - First - Last - Email - IP Address 	<p>We use Post Program Survey Information to:</p> <ul style="list-style-type: none"> - Evaluate the success of our program - Improve the design and operation of future programs - Conduct sales outreach based on stated interests

EIP - Exponential Innovation Program

Personal Data Category	Types of Personal Data	Purpose of Processing
Application & Registration Information (EIP)	Contact Information - First Name Required	We use EIP Application & Registration Information to:

	<ul style="list-style-type: none"> - Last Name Required - Email Address Required - Alternative Email Optional - CC Email Address Optional - Mobile Optional - Contact Name in Case of Emergency Required - Emergency Contact Email Required - Emergency Contact Number Required - Assistant Contact Name Optional - Assistant Contact Email Address Optional - Assistant Phone Number Optional <p>Company Information</p> <ul style="list-style-type: none"> - Company Required - Title Required - Job Function Required - Job Level Required - LinkedIn URL Required - Work Address Optional - Work Phone Optional <p>Demographic Information</p> <ul style="list-style-type: none"> - Date of Birth Required - Gender Required - Ethnicity Required - Country of Residence Required - Primary Citizenship Required - Secondary Citizenship Optional - Tertiary Citizenship Optional <p>Additional Information</p> <ul style="list-style-type: none"> - During the program you might be invited to engage in physical or interactive activities aimed to enhance the program experience. These activities are completely voluntary and any participation is at your sole discretion and risk. If you have a disability and require accommodation in order to fully participate in this activity, please provide it in the space below. Optional - Food allergies or dietary restrictions (we may not be able to accommodate all requests) Optional - Other allergies Optional 	<ul style="list-style-type: none"> - Evaluate/process your EP application - Coordinate with you on the status of your application - Collect payment for the program - Coordinate program confirmation and arrival details - Customize the program based on attendee interest - Create in-program badging and other name cards - Customize Catering Preferences/Allergy - Order the appropriate number and size of event materials (t-shirts etc) - If you have an SU Global Directory account, register your status as alumni - - Make contact and bio information available to fellow attendees - Enable faculty members to customize presentations based on attendee interest and experience - Process cancellations and refunds when necessary - Share contact information with SU Partners (Peter Diamandis/Abundance 360)
<p>Survey (Post Program)</p>	<ul style="list-style-type: none"> - First - Last - Email - IP Address 	<p>We use Post Program Survey Information to:</p> <ul style="list-style-type: none"> - Evaluate the success of our program - Improve the design and operation of future programs - Conduct sales outreach based on stated interests

Ventures

SU Ventures

Personal Data Category	Types of Personal Data	Purpose of Processing
Application Information (SU Ventures)	<ul style="list-style-type: none"> - Company Name - Company Website - First and Last Name of Primary Contact - Contact Email 	<p>We use SU Ventures Application Information to:</p> <ul style="list-style-type: none"> - Evaluate your application and consider your fit for SU Ventures - Contact you via the email address provided to request additional information and communicate with you about the status of your application
Registration Information (SU Ventures)	<ul style="list-style-type: none"> - Company Name - Primary Email - Work - Primary Phone - Work - Primary Phone - Mobile - Homepage - Twitter Handle - Address 	<p>We use SU Ventures Registration Information to:</p> <ul style="list-style-type: none"> - Publicly display your company as part of the SU Network - Contact you via the email address provided to coordinate program travel and send program announcements
Inquiry (SU Ventures)	<ul style="list-style-type: none"> - First - Last - Email Address - Company Name - Country 	<p>We use SU Ventures Inquiry Information to:</p> <ul style="list-style-type: none"> - contact you via the email address provided to provide you with more information about SU Ventures

SU Incubator

Personal Data Category	Types of Personal Data	Purpose of Processing
Application Information (SU Incubator)	<ul style="list-style-type: none"> - First Name - Last Name - Email Address - Phone number - Country of Residence - City of Residence - Birth date - LinkedIn URL - Twitter URL - Other social profile or site 	<p>We use SU Incubator Application Information to:</p> <ul style="list-style-type: none"> - Evaluate you and/or your startup as fit for SUs Incubator Program - To update you on the status of your application and acceptance
Registration Information (SU Incubator)	<ul style="list-style-type: none"> - Name - Primary Email - Phone Number - Headshot - Company - Title 	<p>We use SU Incubator Registration Information to:</p> <ul style="list-style-type: none"> - To coordinate travel and program details - To share your individual and company

	<ul style="list-style-type: none"> - LinkedIn - Gender (optional) - Twitter (optional) - Primary Citizenship (optional) - Secondary Citizenship (optional) - Facebook (optional) 	<ul style="list-style-type: none"> contact information with the other startups in the program, mentors, and SU incubator staff members - create in-program name cards/badges
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SU Ventures Mentor Network

Personal Data Category	Types of Personal Data	Purpose of Processing
Application Information (SU Ventures Mentor Network)	<ul style="list-style-type: none"> - Name - Company - Role - Email - LinkedIn (url) - Bio (if available) 	<p>We use SU Ventures Mentor Network Application Information to:</p> <ul style="list-style-type: none"> - Evaluate your application and determine if you are a good fit for providing valuable insight, information, and feedback to SU Startup Companies and Founders - To contact you via the email address provided to update you on the status of your application - To contact you via the email address provided to alert you about new mentoring opportunities

xFam

Personal Data Category	Types of Personal Data	Purpose of Processing
Registration Information	<ul style="list-style-type: none"> - Name - Home address - Email address - Phone numbers - Nationality - Company name - Family relations - For minors (age 14-17): <ul style="list-style-type: none"> - Name - Email 	<p>We use xFam Registration Information to:</p> <ul style="list-style-type: none"> - Manage the communication and logistics of program participation. - To send you emails about future SU Programs and Opportunities - To send you a class photo, program information, and invitations to future XFAM programs and offerings.