

# Your Privacy

Ancestry.com

**Effective Date:** 26 Jan 2023

**Please note:** Information about deceased persons is not Personal Information under this Privacy Statement.

By creating an account you are telling us that you understand Ancestry will collect, process, and share your Personal Information (including your Genetic Information if you have taken a DNA test) as described in this Privacy Statement.

Access to Ancestry content such as archival records to help you build a family tree or to our DNA features (ethnicity estimate, etc.) requires additional Personal Information, including payment and shipping details, and, for the DNA test, the test code, your assigned sex at birth, birth year, and Genetic Information extracted from your saliva sample.

At any time, you can request that Ancestry delete Personal Information you have uploaded into your account, such as a family tree or your Genetic Information. You can also delete your entire account. Please see [Section 10](#) for specific details about deleting your Personal Information.

## What Personal Information Does Ancestry Collect From You?

Information Category	Description
<b>Account Information</b>	<ul style="list-style-type: none"><li>Your name (required).</li><li>An email address (required).</li><li>A password that you create (required).</li><li>A phone number - You may provide a phone number so we can (i) notify you of DNA test result status, (ii) notify you of other updates you agree to, (iii) assist you when you contact Ancestry Member Services, or (iv) allow you to enable multi-factor authentication. A phone number may be required for DNA test kit deliveries.</li><li>Billing information.</li><li>Certain Ancestry brands may support third-party sign-in services such as Facebook, Google and Apple that provide Ancestry your Personal Information, such as your name and email address, and profile photo. Please refer to our <a href="#">Cookie Policy</a> to learn about how third parties use technology for analytics and targeting purposes and about the controls we provide you.</li></ul>
<b>Credit Card/Payment Information</b>	<ul style="list-style-type: none"><li>Payment information, such as your credit card number, and your billing and shipping address(es), when you sign up for a free trial or make a purchase, such as an Ancestry subscription or a DNA test kit.</li></ul>

Information Category	Description
<b>DNA Kit Activation Information</b>	<p>When you activate a DNA test kit, we collect:</p> <ul style="list-style-type: none"> <li>• Your DNA test kit code;</li> <li>• Your assigned sex at birth; and,</li> <li>• Your year of birth.</li> </ul>
<b>Profile Information</b>	<p>We collect the information that you provide when you create a user profile (for example, a profile image, your name, username, biography, age, location, and linked account usernames) and about you from your family tree. Your Ancestry user profile information is visible to other Users (defined in the <a href="#">Ancestry Terms and Conditions</a>), so please consider limiting this information and using a username that is different from your real name to protect your privacy.</p>
<b>Your Content</b>	<p>We collect information when you voluntarily contribute to the Services, including Your Content (as defined in the <a href="#">Terms and Conditions</a>).</p>
<b>Genetic Information</b>	<p>At our partner laboratories, we extract your DNA from your saliva and convert it into machine-readable DNA data (“<b>DNA Data</b>”) that we process to provide you with an ethnicity estimate and communities suggestions. We also process your DNA Data to provide you information about your degree of relatedness to other users in our DNA database and any genetic markers associated with certain biological, physiological, or behavioral traits, such as hair thickness and eye color or traits associated with wellness.</p> <p>Your DNA Data and any information derived from it such as ethnicity estimates, communities, traits, and genetic relative matches are Personal Information and referred to as “<b>Genetic Information</b>”.</p>
<b>Note About Health-Related Information</b>	<p><b>A Note About Your DNA and Saliva:</b> Neither your saliva nor the extracted DNA (together referred to as “<b>Biological Samples</b>”) are Personal Information under this Privacy Statement. Also, after our laboratory partner has processed your Biological Sample, you can consent to its storage in our bio bank for future testing at your option. Future testing may be done if you agree to our <a href="#">Informed Consent for Research</a> or if you consent to other tests of your Biological Samples. If you do not consent to the storage of your Biological Sample, we will destroy your sample. <a href="#">Sections 8</a> and <a href="#">10</a> below describe how you can control your Biological Samples. You may request that Ancestry destroy your Biological Samples by contacting Member Services. Note that we may destroy Biological Samples that do not meet our quality assurance requirements at our discretion.</p> <p>Ancestry is not a covered entity under the Health Insurance Portability and Accountability Act (“<b>HIPAA</b>”), and as a result no data provided by you is subject to or protected by HIPAA.</p>

<b>Information Category</b>	<b>Description</b>
<b>Your Communications</b>	We host and maintain your communications with other Users through the communications features on our platform, and also collect your information when you communicate with Ancestry Member Services and support teams for our other Services, including audio and visual information (such as recordings of calls with Ancestry Member Services or information voluntarily shared when participating in consumer insights research).
<b>Contests and Promotions</b>	We collect Personal Information when you voluntarily participate in contests and special promotions we run or sponsor, the details of which are provided upon entry.
<b>Find a Grave Photos and Photo Volunteers</b>	Through Find a Grave, we collect metadata associated with digital photographs uploaded to the Find a Grave service, including location, date, and time the photo was taken. If you choose to be a photo volunteer for Find a Grave, you provide your location to us which you can change or remove at any time.
<b>Other Protected Classifications and Sensitive Data</b>	We may collect information related to certain protected classifications such as gender or marital status.

#### **Information We Collect from Other Sources**

<b>Information Category</b>	<b>Use Description</b>
<b>Information from Public and Historical Records</b>	Ancestry collects records from various sources, usually from official record sources, including newspapers, as well as birth, death, marriage, and census records, which may contain Personal Information relating to you. Public and historical records may also contain Personal Information relating to non-Ancestry users. These records are usually made available to Users as part of the Ancestry subscription Services.
<b>Information from Third Parties</b>	<p>We may also receive information about you from third parties. For example, we may supplement the data we collect with information licensed from third parties in order to personalize the Services and our offers to you.</p> <p>If you purchase a gift subscription or DNA kit as a gift, we will collect Personal Information, such as the recipient's name, shipping address, email address, and the necessary purchase information to complete the gift and notify the recipient.</p>
<b>Genetic Information</b>	<p>Ancestry uses your Genetic Information for the following primary purposes:</p> <ul style="list-style-type: none"> <li>• Delivering ethnicity results, DNA matches (e.g., close or extended family or others to whom you may be related) from our database, and other information to help you and other users learn more about each other, potential family members, as well as your genetic relatives and family groups;</li> <li>• Connecting you with and helping you learn about your genetic relatives in our database through features such as DNA matching or other product features;</li> </ul>

Information Category	Use Description
	<ul style="list-style-type: none"> <li>• Providing you with other insights into what your DNA may reveal about traits, and wellness;</li> <li>• Providing relevant results to assist you in discovering common ancestors and other details about your family history, as well as helping you build your family tree or connect with friends and family;</li> <li>• Studying aggregated Genetic Information to better understand population and ethnicity-related health, wellness, aging, or physical conditions;</li> <li>• Conducting scientific, statistical, and historical research; and,</li> <li>• Improving features and functionality in our existing DNA-related products, enhancing the customer experience across Ancestry Services, improving the quality of our laboratory processes and technology, and building new products and services.</li> </ul>

**What Information Do We Share, When Do We Share It and Who Are the Recipients?**

Those with Whom Your Information May Be Shared / Circumstances in Which Sharing Occurs	Description
<b>Ancestry Companies</b>	<p>We may share your information within the Ancestry group of companies listed <a href="#">here</a> (the “Ancestry Companies”) in order to provide and improve our Services.</p> <p>We transfer your Personal and Genetic Information between Ancestry’s Ireland-based company and Ancestry’s U.S.-based companies. For more information on this see <a href="#">Section 12</a> below.</p>
<b>Other Users or Others You May Choose to Share With</b>	<p>As part of your use of the Services, you have the option to add or share information with all Users of the Service or through sharing features with particular Ancestry Users and even non-Ancestry users. You may have additional sharing options in some Services, for example AncestryDNA (see below).</p> <p>Information in your public profile(s) will be seen by all other Users, as will public family tree details (note that living people in your tree are only visible to you and people you share your tree with as “editor” or whom you authorize to be able to view your tree’s living people).</p>

**Those with Whom Your Information May Be Shared /  
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**Description**

**Service Providers**

If you choose to view and be seen by your DNA matches, your DNA matches can see certain Personal Information, such as your username, how they might be related to you, whether you have linked a family tree to your DNA, and either all or only shared (at your option) regions and communities. You may be offered other options for connecting with relatives or learning about familial connections.

You can share other DNA information, such as Traits, through the "compare" and other one-to-one sharing features.

If you share details of your family history or DNA experience outside the Services, you do so at your own risk.

We work with other companies when providing and marketing the Services. As a result, these companies will have access to or otherwise process your data, including some of your Personal Information, in their systems. These companies are subject to contractual obligations governing privacy, data security, and confidentiality consistent with applicable laws.

These companies and the Personal Information they may have access to include our:

- Laboratory partners (such as your DNA);
- DNA test shipping providers (such as name, shipping address, and phone number);
- Payment processors (such as Payment Information);
- Cloud services infrastructure providers (Ancestry's web and mobile services are cloud-based services; all your data resides with our cloud service vendors);
- Biological sample storage facilities (such as Biological Sample and DNA test kit code);
- Vendors that assist us in marketing and consumer research analytics, fraud prevention, and security (such as email address);

**Those with Whom Your Information May Be Shared /  
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**Description**

- Communications infrastructure providers (such as name and email address); and,
- Vendors that help us provide some Member Services functions, like phone support or survey tools (such as Account Information or name or email address)

**Analytics and Advertising Partners**

We work with third-party partners for analytics and advertising purposes. By collecting and sharing certain Personal Information, these vendors help us to better personalize ads to match your interests. They also help us to measure the effectiveness of ad campaigns and are used to serve you with advertising that is more relevant to you.

**Research Partners**

We share your Genetic Information with research partners only when you provide us with your express consent to do so through our [Informed Consent to Research](#). Unless you agree to the Informed Consent to Research, your data will not be shared with these researchers.

Research partners include commercial or non-profit organizations that conduct or support scientific research, the development of therapeutics, medical devices or related material to treat, diagnose or predict health conditions. In some circumstances, a research partner or Ancestry may have a financial interest in the research arrangement. A list of our research partners can be found [here](#).

**Law Enforcement**

Ancestry does not voluntarily provide data of any kind to governmental or judicial bodies or to law enforcement agencies. To provide our Users with the greatest protection under the law, we require all government agencies seeking access to Ancestry customers' data to follow valid legal process. We do not allow law enforcement to use Ancestry's services to investigate crimes or to identify human remains.

If we are compelled to disclose your Personal Information to law enforcement, we will do our best to provide you with advance notice, unless we are

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prohibited under the law from doing so. Ancestry produces a [Transparency Report](#) where we list the number of valid law enforcement requests for user data across all our sites.

**Other Legal or Regulatory Process**

We may share your Personal Information if we believe it is reasonably necessary to:

- Comply with valid legal process (e.g., subpoenas, warrants);
- Enforce or apply the [Ancestry Terms and Conditions](#);
- Protect the security or integrity of the Services; or
- Protect the rights, property, or safety of Ancestry, our employees, or Users.

**If Ancestry is Acquired**

If Ancestry or its businesses are acquired or transferred (including in connection with bankruptcy or similar proceedings), we may share your Personal Information with the acquiring or receiving entity. The promises in this Privacy Statement will continue to apply to your Personal Information transferred to the new entity.

**A Note About Aggregated Data**

Ancestry may disclose user information in an aggregated form as part of the Services or our marketing, or in scientific publications published by us or our research partners. For example, we might note the percentage of immigrants in a State that are from a particular geographic region or country. Such disclosure will never include Personal Information.

**Right of Erasure/Deletion** – You have the right, in certain cases, to request that we restrict (stop any active processing) or delete your Personal Information, provided there are valid grounds for doing so and subject to applicable law. See [Section 10](#) for information on how to delete your Personal Information.

**Genetic** **Please note:** If you request that Ancestry delete your DNA Data, we will delete all Genetic Information, including any derivative Genetic Information (ethnicity estimates, genetic relative matches, etc.) from our production, development, analytics, and research systems within 30 days.

To request the destruction of your Biological Samples, you must contact [Member Services](#). Please note that if you have agreed to our [Informed Consent to Research](#), we will not be able to remove your Genetic Information from active or completed research projects, but we will not use it for any new research projects.