



## Consumer Privacy Rights Fund – Request for Proposals 2021

### About the Consumer Privacy Rights Fund

The Consumer Privacy Rights Fund was launched in 2002 with cy pres payments from Union Bank and Cal Fed Bank. Since that time, the Fund has secured cy pres awards from more than a dozen class action settlements, and used these funds to enable millions of dollars in grants to non-profit organizations dedicated to protecting Americans' rights to privacy. The 2021 grants opportunity is enabled by a cy pres award from the HSBC Card Services, Inc. et al class action settlement.

### Key Information:

- This is a grant application opportunity for proposals that **advance consumer privacy rights** in the state of **California**. Proposals seeking general support or which are conducted nationally or across multiple states are also eligible if they have a clearly articulated benefit to Californians in particular.
- Applications are due **Wednesday April 28<sup>th</sup>, 2021 at 5pm Pacific Time** and must be submitted via Rose Foundation's online application system at <http://www.rosefdn.org/onlineapplication>
- The maximum allowable grant request is **\$150,000**
- Applicants are encouraged to seek funding for projects starting July 1<sup>st</sup>, 2021 or later.
- Award and decline notifications will be sent out by early July, 2021.
- **Read the entire RFP below for full details regarding this grant application opportunity.**

### Purpose of the Fund

The **Consumer Privacy Rights Fund** supports privacy protection and privacy education efforts. This grant cycle will be conducted in accordance with the requirements set by the HSBC Card Services, Inc. et al. settlement agreement.

### Eligibility Criteria

Applicant must meet all of the following criteria in order to qualify for this fund:

- The applicant must demonstrate expertise in consumer education or advocacy, especially related to consumer privacy rights.
- The applicant must be a 501(c)(3) nonprofit, or be fiscally sponsored by a 501(c)(3) nonprofit. Nonprofit colleges, universities, university clinics and graduate programs are eligible to apply, but university overhead is limited to 5% of grant award.
- An applicant's principal place of business must be located in the United States.

## Scope of Allowable Projects and Prohibited Activities

- **Proposals must relate primarily to supporting and enhancing consumer privacy rights.**
- Only proposals which are designed to **advance privacy rights** in the state of **California** are eligible for funding. However, proposals seeking general support or which are conducted nationally or across multiple states are also eligible if the applicant can clearly articulate how the proposal benefits Californians in particular.
- **It is anticipated that eligible proposals may include, but not be limited to, the following issues or focus areas; preference will be given to proposals which focus on these, or similar, areas:**
  - Recording or monitoring conversations without consent, including wiretapping or illegal recording.
  - Collection or use of people's personal data without their consent, including personal data related to the COVID-19 pandemic.
  - Surveillance and other intrusive behaviors, including surveillance of protestors, and surveillance technologies such as facial recognition software and cell-site simulators ("stingrays").
  - Transparency with regards to the decision-making and use of personal data in artificial intelligence (AI).
  - General support for organizations that are primarily or wholly dedicated to advancing consumer privacy rights in California.
- Project strategies or activities may include, but are not limited to:
  - Policy and/or regulatory development, implementation, and advocacy, including related research. However, "pure research" projects are discouraged – project proponents should articulate an action component describing how any research activities will be used to advance privacy protections.
  - Educational events for legislators and other policy-makers to help them understand pertinent issues.

- Legal advocacy including case development and litigation.
- Public education or organizing.
- Development of privacy-enhancing technologies.
- Advocacy or educational projects are encouraged to **focus toward specific goals and/or sectors** of the general public, and should **articulate at least some level of immediate outcomes** which are achievable within the grant period.
- Projects which create educational materials (guides, videos, worksheets, websites, etc.) should clearly state the existing need for the resource, why it is not duplicative of existing resources, why you think your resource would be effective, and a plan to distribute the resource to its intended audience.

### **Additional Preference Will Be Given To:**

- Proposals which address current and emerging issues, and advance the field of consumer privacy rights.
- Proposals from organizations with experience in the field of privacy rights, or who have primary project partners with that experience.
- Proposals which specifically serve vulnerable populations including low-income communities, people of color, students, veterans, immigrants, and non-English speakers conducted by organizations that have a demonstrated track record of working with these communities.
- Applicants who can clearly define their desired outcomes and express quantitative and qualitative metrics that will measure progress made towards those outcomes during the grant period – in other words, proposals with clear project goals, clear metrics to measure progress, and a clear and specific workplan.
- Proposals which have the potential to impact significant numbers of people.
- Proposals with a clear advocacy strategy to protect and promote consumer privacy rights.

### **Prohibited Activities**

Applicants may not use this grant funding to engage in the following activities:

- Electioneering or other political or religious activities prohibited by IRS 501(c)(3) regulations.
- Activities primarily targeted or conducted outside of the United States.

## **Application Process**

Applicants must apply via the Rose Foundation's online grant application portal. It is anticipated that the application process will be highly competitive. It is expected that many proposals may be for 12-month grant periods; however, multi-year proposals are encouraged where appropriate. The maximum allowable total request is \$150,000, even for multi-year proposals.

You must register your organization with our online grants system to submit an application (if you have previously applied for a grant from Rose Foundation, you may use your existing log-in information). **No application materials will be accepted by email, fax, or any other means besides the online system.** To register, you will need the organization's name, tax ID number, website, address, telephone number, email address, mailing address, contact person's name, and position. Your email address will be your logon ID and you will set up a password. Visit our online grants system here to get started: <https://rosefdn.org/onlineapplication>.

Once you are able to log in to the online system, click "Apply" near the top left of your screen. Scroll to the heading "Consumer Privacy Rights Fund 2021". Click "Apply" on the right side of your screen to get to the application.

In the application, you will have the opportunity to write a detailed description of your proposed project or general support request, including importance and relevance of the project, workplan, outcomes and evaluation methods, staff and board lists, references, full financial information (including project budget, organizational budget, income and expense statement, and organizational contributors), as well as other information. A PDF of the application questions is available here: <https://rosefdn.org/consumer-privacy-rights-fund>

## **Deadlines and Webinar**

Submit your applications to Rose Foundation's online grant application portal at <http://www.rosefdn.org/onlineapplication> by **Wednesday April 28<sup>th</sup>, 2021 at 5pm Pacific Time**. Late applications will not be accepted. Award and decline notifications will be sent out by early July, 2021.

A **webinar** which briefly presents the key information in this RFP, plus a chance to ask questions of the program officer and executive director, will be held on Wednesday March 17<sup>th</sup>, 2021 from 1-2pm Pacific Time. Sign up on the fund's website: <https://rosefdn.org/consumer-privacy-rights-fund>

## **For Further Information**

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For more information about the Rose Foundation's Consumer Privacy Fund, please visit Rose Foundation's website: <https://rosefdn.org/consumer-privacy-rights-fund>