



## Audubon Society of Rhode Island

### **Privacy Policy**

The Audubon Society of Rhode Island is committed to protecting the privacy of our members, donors, website visitors, and others who interact with us.

#### **Rhode Island Identity Theft Protection Act of 2015 (the “2015 Act”). See P.L. 2015, ch. 138.**

The 2015 Act requires the implementation and maintenance of a “risk-based information security program,” which must contain reasonable security procedures and practices consistent with the size and scope of the organization, the nature of the information and the purpose for which the information was collected. Audubon Society of Rhode Island has a rigorous program in place to ensure compliance with this regulation.

The notifications provided by this Privacy Policy include:

- What personally identifiable information we collect from you through our website.
- How we use the information we collect.
- With whom the information may be shared.
- The kind of procedures we employ in an effort to prevent the unauthorized access, use or disclosure of information you provide to us.
- Information related to third-party websites.
- How you can learn about changes to our privacy policies, practices and procedures.

#### **Collection of Information Online**

**1.What Information Do We Collect?** When you visit our website you may provide us with two types of information: personal information you knowingly choose to disclose that is collected on an individual basis and website use information collected on an aggregate basis as you and others browse our website.

**2.Personal Information You Choose to Provide** We may request that you voluntarily supply us with personal information, including your email address, postal address, home or work telephone number and other personal information for such purposes as correspondence, placing an order, or participating in online surveys. If you choose to correspond with us through email, we may retain the content of your email messages together with your email address and our responses. We provide the same protections for these electronic communications that we employ in the maintenance of information received by mail and telephone.

**3.Website Use Information** Similar to other websites, our site may utilize a standard technology called "cookies" (*Cookies are a feature of web browser software that allows web servers to recognize the computer used to access a website. Cookies are small pieces of data that are stored by a user's web browser on the user's hard drive. Cookies can remember what information a user accesses on one web page to simplify subsequent interactions with that website by the same user or to use the information to streamline the user's transactions on related web pages. This makes it easier for a user to move from web page to web page and to*

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*complete commercial transactions over the Internet. Cookies should make your online experience easier and more personalized.*) and web server logs to collect information about how our website is used. Information gathered through cookies and server logs may include the date and time of visits, the pages viewed, time spent at our website, and the sites visited just before and just after ours. This information is collected on an aggregate basis. None of this information is associated with you as an individual.

**4.How Do We Use the Information That You Provide to Us?** Broadly speaking, we use personal information for purposes of administering our business activities, providing membership services and support and making available other products and services to our customers and prospective customers. Occasionally, we may also use the information we collect to notify you about important changes to our website, new services and special offers we think you will find valuable. The lists used to send you product and service offers are developed and managed under our traditional standards designed to safeguard the security and privacy of all personal information provided by our users. You may at any time notify us of your desire not to receive these offers.

**5.How Do We Use Information Collected From Cookies?** We use website browser software tools such as cookies and web server logs to gather information about our website users' browsing activities, in order to constantly improve our website and better serve our users. This information assists us to design and arrange our web pages in the most user-friendly manner and to continually improve our website to better meet the needs of our users and prospective users. Cookies help us collect important business and technical statistics. The information in the cookies lets us trace the paths followed by users to our website as they move from one page to another. Web server logs allow us to count how many people visit our website and evaluate our website's visitor capacity. We do not use these technologies to capture your individual email address or any personally identifying information about you.

**6.Notice of New Services and Changes** Occasionally, we may use the information we collect to notify you about important changes to our website, new services, information, and special offers we think you will find valuable. As a user of our website, you will be given the opportunity to notify us of your desire not to receive these offers by clicking on a response box when you receive such an offer or by sending us an email request.

**7.How Do We Secure Information Transmissions?** When you send confidential personal information to us on our website, a secure server software which we have licensed encrypts all information you input before it is sent to us. The information is scrambled en route and decoded once it reaches our website. Other email that you may send to us may not be secure unless we advise you that security measures will be in place prior to your transmitting the information. For that reason, we ask that you do not send confidential information such as Social Security, credit card, or account numbers to us through an unsecured email.

**8.How Do We Protect Your Information?** We utilize encryption/security software to safeguard the confidentiality of personal information we collect from unauthorized access or disclosure and accidental loss, alteration or destruction. Periodically, our operations and business practices are reviewed for compliance with organization policies and procedures governing the security, confidentiality and quality of our information. Our organization values, ethical standards, policies and practices are committed to the protection of user information. In general, our business practices limit employee access to confidential information, and limit the use and disclosure of such information to authorized persons, processes and transactions.

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**9.How Can You Access and Correct Your Information?** You may request access to all your personally identifiable information that we collect online and maintain in our database by emailing us using the contact form provided to you within the site structure of our website.

**10.Do We Disclose Information to Outside Parties?** We may provide aggregate information about our customers, sales, website traffic patterns and related website information to our affiliates or reputable third parties, but this information will **not** include personally identifying data, except as otherwise provided in this privacy policy.

**11.What About Legally Compelled Disclosure of Information?** We may disclose information when legally compelled to do so, in other words, when we, in good faith, believe that the law requires it or for the protection of our legal rights.

**12.Permission to Use of Materials** The right to download and store or output the materials in our website is granted for the user's personal use only, and materials may not be reproduced in any edited form. Any other reproduction, transmission, performance, display or editing of these materials by any means mechanical or electronic without our express written permission is strictly prohibited. Users wishing to obtain permission to reprint or reproduce any materials appearing on this site may contact us directly.

### **E-mail Addresses**

Audubon Society of Rhode Island does not sell, rent, exchange, or otherwise share e-mail addresses. However, we do use e-mail addresses to send updates about our work, fundraising programs, and special offers or other invitations which we believe may be of interest to you.

### **Member and Donor Information**

Member and donor information is not sold or rented. However, Audubon Society of Rhode Island does occasionally partner with other organizations on product offers or promotions that we believe may be of interest to our members and donors (e.g. solar installation or green electricity).

Members and donors who wish to opt out of these exchanges and offers may contact the advancement office.

You can help Audubon Society of Rhode Island maintain the accuracy of your information and facilitate the timely receipt of your membership benefits by contacting the advancement office with any changes to your name, mailing address, phone number, or e-mail address. To help us update your record, please include your mailing address and membership number, which appears on your Audubon Society of Rhode Island membership card.

### **Security**

Audubon Society of Rhode Island has appropriate, industry-standard security measures in place in our physical facilities to protect against the loss or misuse of information that you have provided or that we have collected from you on our website. The information is only distributed to relevant staff members (e.g. membership staff, program registrars) based on the nature of the inquiry.

When you use a credit card to order services through our website, the credit card information is transmitted over the internet using industry-standard SSL encryption. We use outside credit card

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processing companies to process online credit card transactions for dues payments, donations, goods, and services. These companies are compliant with the Payment Card Industry Data Security Standard (PCI DSS) and the Payment Application Data Security Standard (PA-DSS), and do not use personally identifiable information for any secondary purposes.

Audubon Society of Rhode Island uses outside vendors for mailings, updating address information, and other purposes. In each case, we verify that member information is handled securely and treated confidentially.

### **Other Information**

Our website contains links to other sites which you might voluntarily open. Our Privacy Policy does not apply to other sites and we are not responsible for their privacy policies.

From time to time, we may use information from website visitors for new, unanticipated uses not previously disclosed in our Privacy Policy. If our information practices change in the future, we will post the policy changes to our website to notify users of these changes and provide you with the ability to opt out of these new uses. Please contact us if you have any comments and questions regarding our Privacy Policy.

Audubon Society of Rhode Island does not knowingly collect personal information from children under the age of 13. On-line visitors under 13 years of age should not submit personal information to us without permission from a parent or legal guardian. If you believe that we may have collected information from a child under 13 without the permission of a parent or legal guardian, please contact us.

*Approved: November 2019*