

# Privacy Policy

Woodcock Nature Center, Inc. (“Woodcock”) is a 501(c)3 non-profit organization dedicated to making our preserve available to the community while protecting our environment and fragile habitats. We are committed to protecting your privacy, and this Privacy Policy (“**Policy**”) will help you understand how we collect and process personal information from those who visit our website (<https://www.woodcocknaturecenter.org/>) or make use of any related online and offline services we provide (collectively, the “**Services**”). This policy also describes what we will and will not do with the information we collect, and your choices about the collection and use of your information. If you have a business relationship with us, the contractual terms of that relationship will control in the event of any conflict.

Please read this Policy and our Terms of Use (together with this Policy, the “**Terms**”) before you use our Services. By using the Services, you represent and warrant that you are of legal age to form a binding contract with us, and agree to be bound and abide by our Terms. If you do not agree to all of our Terms, or if you violate them in any way, you may not access or use the Services. PLEASE SEE SECTIONS 11-13 OF OUR TERMS REGARDING YOUR LEGAL RIGHTS IN ANY DISPUTE INVOLVING OUR SERVICES, INCLUDING A WAIVER TO A JURY TRIAL OR CLASS ACTION.

## 1. How We Collect Personal Information

We may collect information about you by various means, including:

- Directly from you, both online (e.g., our website) and offline (e.g., phone, in-person);
- From other third-party sources and social media platforms that you may use to engage with us, as well as from partners or third parties we work with; and
- By combining information from different sources, including online and offline data.

## 2. Types of Personal Information We Collect

In order to better provide you with our Services, we may collect the following categories of personal information:

- *Contact information* such as your name, mailing address, e-mail address, phone number, title, organization and other information you may affirmatively provide to us;
- *Application information* for activities, events or opportunities we offer, such as for birthday parties, field trips, scholarships, summer camps and other enrichment programs;
- *Transaction information* such as payment information and transaction history if you make purchases or donations with us (payment details like credit card information is used solely to process transactions);

- *Survey information* in response to forms we posted on our Services or sent to you, including for feedback and research purposes;
- *Communications* between you and us, such as via email, web form, mail, phone, or other channels; and
- *Online User Activity* described in the next section.

If you provide us with information regarding another individual, you represent that you have that person's consent to give us his or her information and to permit us to use the information in accordance with this Policy. If the information relates to a child, you represent that you either are their parent/guardian, or have any necessary consents from their parent/guardian to provide the information to us for use in accordance with this Policy.

### **3. Online User Activity, Cookies, and Information Collected by Other Automated Means**

Our Services may use "cookies" and other technologies. These technologies can help us better understand user behavior to improve the website and create a better user experience for you. These technologies tell us which part of the website people have visited, what Services are popular. We can also use such information to deliver customized content and advertising to users of the Services whose behavior indicates that they are interested in a particular subject area, and measure the effectiveness of advertisements and web searches.

Cookies are a commonly-used web technology that allow websites to store and retrieve certain information on a user's system, and track users' online activities. We, together with vendors we use, may collect information about your use of our Services by such automated means, including but not limited to cookies, pixels, SDKs and other similar technologies (collectively, "**Online User Activity**").

When you use the Services, the information we may collect by automated means includes, for example:

- *Usage Details* about your interaction with our Services (such as the date, time, and length of visits, and specific pages or content accessed during the visits, search terms, frequency of the visits, referring website addresses);
- *Device Information* of a device that you use to connect with our Services (such as device type and unique device identifier, operating system, browser type, and mobile network information); and
- *Location information* where you choose to provide the website with access to information about your device's location.

We may also ask advertisers or other partners to serve ads or services to you, which may use cookies or similar technologies placed by us or the third party. If you prefer not to have information collected through the use of cookies, most browsers allow you to reject cookies. If you choose to decline cookies, you may not be able to fully experience the interactive features our Services provide. We may share non-personal information obtained via cookies with our advertisers and affiliates.

#### **4. How We Use Personal Information We Collect**

We use personal information we collect for purposes allowed by applicable laws, including:

- Operate, evaluate, and improve our Services, including all of the activities, events and opportunities we provide, as well as to diagnose or address any issues with our Services;
- Provide our Services to you and respond to your inquiries and other communications, such as information, products or services that you request from us or that we feel may interest you;
- Tailor the content that we display to you in our Services and communications, including advertising, and offer opportunities and information that we believe may be of interest to you;
- For our business purposes, such as data analysis, audits, developing new products and features, enhancing our website, improving our products and services, identifying usage trends, and determining the effectiveness of our promotional campaigns;
- Provide you with administrative notices, such as to inform you about changes to this Policy and our Terms;
- Comply with and enforce as needed applicable legal requirements, industry standards, our policies, and our contractual rights; and
- For any other purpose specified at the point of collection or as described in your express authorization.

We may use and disclose non-personal, non-individual statistics or demographic information in aggregate form without restriction.

#### **5. How We Share Personal Information**

We will not disclose your personal information to third parties without your consent, except in the following circumstances:

- We may share your information as permitted by law, including, for example, with legal affiliates and service providers that we believe need the information to perform a technology, business, or other professional function for us (examples include IT services, maintenance and hosting of our Services, marketing partners, and other service providers). We provide such vendors with information so that they can perform their required functions on our behalf, in accordance with this Policy and applicable law.
- We may disclose information about you: (i) if we are required to do so by law or legal process; (ii) when we believe disclosure is necessary to prevent harm or financial loss; (iii) in connection with an investigation of suspected or actual fraudulent or illegal activity; or (iv) under exigent circumstances to protect the personal safety of our staff, users, or the public.

- We reserve the right to transfer the information that we maintain in the event of a contemplated or actual sale or transfer of all or a relevant portion of our business or assets. If such an event occurs, we will make reasonable efforts to direct the recipient to use your personal information in a manner that is consistent with this Policy.

## **6. Your Rights and Choices**

We offer you certain choices about what information we collect from you, how we use and disclose the information, and how we communicate with you.

- *Marketing Emails:* From time to time, we may contact you via email or through other channels for the purpose of providing announcements, promotional information and/or other general communication. In order to improve our Services, we may be notified when you open an email from us or click on a link therein. You may choose not to receive marketing emails from us by clicking on the unsubscribe link in the marketing emails you receive from us. Even if you opt out of receiving such communications, we may continue sending you non-marketing email communications, such as administrative or transaction alerts, or information about changes to our terms of service.
- *Cookies:* Web browsers may offer users the ability to disable receiving certain types of cookies; however, if cookies are disabled, some features or functionality of our Services may not function correctly.
- *Targeted Advertising:* As noted above, we may work with advertising partners who collect information about your online activities and provide you with choices regarding the use of your browsing behavior for purposes of targeted advertising. Popular advertising services you may opt out of include Google, the Network Advertising Initiative and Digital Advertising Alliance.

## **7. Online Advertising**

You may see us promoted by other organizations, on various websites, web pages, social media and other platforms. Please note that we do not always have complete information about where our organization may be displayed or promoted, and if you believe that we are featured in venues that are inappropriate or offensive, please contact us as directed below.

## **8. Links to Other Websites and Third Party Content**

Our Services may contain links to other websites or apps. This can include social media integrations. Please be aware that we are not responsible for the content or privacy practices of such other websites or apps, and we encourage you to be aware when you leave our Services and to read the privacy statements of any other website or app that collects personal information.

## **9. How We Protect Personal Information**

We maintain reasonable security safeguards designed to protect information about our website visitors in our possession and control, and to protect such information from loss, misuse, and unauthorized

access, disclosure, alteration, or destruction. However, we cannot ensure the security of any information that you transmit to us, or guarantee that this information will not be accessed, disclosed, altered, or destroyed. We will make any legally required disclosures in the event of any compromise of personal information. To the extent the law allows us to provide such notification via email or conspicuous posting on the Services, you agree to accept notice in that form.

#### **10. Information Related to Minors**

Our website and other online Services are not intended for minors under 13, and we do not knowingly collect personal information online from minors under 13. We will endeavor to promptly delete any information identified as having been provided by such persons as required by applicable law.

#### **11. International Data Transfers and Use**

Our Services are controlled and operated by us from the United States and are not intended to subject us to the laws or jurisdiction of any state, country, or territory other than those of the United States. Any information that you provide through use of the Services may be stored and processed, transferred between, and accessed from, the United States and other countries which may not guarantee the same level of protection of personal information as the one in which you reside. However, we will handle your personal information in accordance with this Privacy Policy regardless of where your personal information is stored or accessed. To the extent we or our business partners operate in any jurisdiction outside the United States, personal information will be handled in accordance with such jurisdiction's privacy laws, as applicable.

#### **12. Changes to Our Notice**

We may change this Policy from time to time. When we do, we will let you know by posting the changed Policy on this page with a new "last updated" date. In some cases, we may also tell you about changes by additional means, such as by posting a notice through the Services or sending an e-mail to you. Changes will become effective when posted. We encourage you to periodically check our Privacy Policy to see if there have been any changes of interest to you. Your continued use of the Services after an update to our Privacy Policy constitutes agreement to the policy as revised.

#### **13. Contact Us**

If you have any questions, concerns or comments about this Privacy Policy, our privacy practices, or if you have any requests in regard to your personal information, please contact us via mail to: Woodcock Nature Center, 56 Deer Run Road, Wilton, CT 06897; by phone to (203) 762-7280; or by email to [wnc@woodcocknaturecenter.org](mailto:wnc@woodcocknaturecenter.org).

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