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August 9, 2018

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- Statements or material that encourages criminal conduct or that would give rise to civil liability or otherwise violates any law or regulation in any jurisdiction,
- Statements or material that contains vulgar, obscene, profane, or otherwise objectionable language or images that typically would not be considered socially or professionally responsible or appropriate in person,
- Statements or material that impersonates any other person or entity, whether actual or fictitious, including employees and representatives of The Adirondack Center for Loon Conservation,
- Anything that violates the privacy or publicity rights of any other person,
- Statements or material that are off-topic, irrelevant, or inappropriate,
- Statements or material that constitute junk mail, spam, or unauthorized advertising or promotional materials, and
- Files that contain malicious code, viruses, corrupted files, or any other similar software or programs that may damage the operation of another's computer, network, or this Website.

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The Adirondack Center for Loon Conservation Website Privacy Policy

Last updated: August 9, 2018

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By providing Personal Information to the Adirondack Center for Loon Conservation, you agree to this Privacy Statement.

Personal Information We May Collect

We may collect Personal Information including name, email address, postal address, phone number, profile picture, social media ID, **and** similar contact information and credit card or other payment information. If you choose to provide your payment or credit card information to the Adirondack Center for Loon Conservation, we will use that information for the purposes for which it was provided.

If you submit any Personal Information relating to other people to us or to our service providers in connection with the Services, you represent that you have the authority to do so and to permit us to use the information in accordance with this Privacy Statement.

How We May Collect Personal Information:

The Adirondack Center for Loon Conservation and our service providers may collect Personal Information in a variety of ways, including, but not limited to:

- We may collect Personal Information you provide to us over the phone, in email, through a face-to-face conversation, or through online and offline forms such as e-newsletters, surveys, donation forms, event registration/participation (including volunteering) and advocacy action alerts that you populate.
- We may use third-party postal address, phone number, and email address products to provide accurate and updated contact information.
- We may collect information from social media platforms used by you or people with whom you are friends or otherwise connected on social media platforms.
- We may also collect information from or about you from other online and offline sources, in addition to your use of the Services or when you communicate with us.

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The Adirondack Center for Loon Conservation and our service providers may use Personal Information to:

- Send you information regarding the Adirondack Center for Loon Conservation, our affiliates, and our partners.
- Process and respond to inquiries and for the purposes for which you provided the information, such as to process donations, register or renew you as a donor or supporter, purchase merchandise, or receive information about a project, special event, and service.
- Personalize the content, improve the navigability of the Services, and customize your experience on the Services, including targeted content, offers, and advertising on the Services, or via email or text message.
- Respond to your questions and comments.
- Notify you about special programs, offers, products and services that may be of interest to you, either from the Adirondack Center for Loon Conservation or on behalf of our affiliates or other third parties.
- Alert you to administrative information such as information regarding the Services' features, changes to our terms, conditions, and policies.
- Conduct surveys to measure your satisfaction with aspects of the Adirondack Center for Loon Conservation activities.
- Facilitate your participation in sweepstakes, contests, and similar promotions and to administer these activities. Some of these activities have additional rules, which could contain additional information about how we use and disclose information. We suggest that you read any such rules carefully.
- Analyze data, usage trend identification, promotional campaign development, audit, fraud monitoring or prevention, new product or service development, Services' enhancement, interaction improvement, or operating and expansion purposes.
- Protect the security or integrity of the Services and the Adirondack Center for Loon Conservation, such as by protecting against fraud, unauthorized transactions, claims and other liabilities, and managing risk exposure, including by identifying potential hackers and other unauthorized users.
- To enforce our Terms of Use or other program terms.
- Credit card information will be used for the purpose for which it was provided.
- As otherwise described to you at the point of collection.

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Your Personal Information may be disclosed:

- To our Service Providers: We may disclose the information we collect from you to third parties who perform functions on our behalf such as solicitation or acknowledgment of charitable gifts, aggregate analysis and marketing activities as well as professional advisors such as auditors and attorneys
- To our Affiliates: We share information with our related entities such as affiliates and subsidiaries for the purposes detailed in this Privacy Policy.

- To trusted third parties: including grantors, grantees, other charities, collaborative partners, sponsors, to meet contractual or other obligations.
- By you: If you post information or materials on our message boards, chat, profile pages, blogs, and other services. Please note that any information you post or disclose through these services will become public and may be available to users of the Services and to the general public. We urge you to be very careful when deciding to disclose any information on the Services.
- In Connection with Business Transfers: For disclosure purposes to a third party in the event of any reorganization, merger, sale, joint venture, assignment, transfer, or other disposition of all or any portion of our operations, assets (including in connection with any bankruptcy or similar proceedings).

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- Pursuant to Legal Requirements: For disclosure purposes as necessary or appropriate: (a) under applicable law, including laws outside your country of residence; (b) to comply with legal process; (c) to respond to requests from public and government authorities, including public and government authorities outside your country of residence.
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“Other Information” is any information that does not reveal your specific identity or does not directly relate to an identifiable individual. We may collect Other Information such as IP address, browser type, mobile device type, content visited while on the Websites or Apps, Media Access Control (MAC) address, computer type (Windows or Macintosh), screen resolution, operating system name and version, device manufacturer and model, language, Internet browser type and version, or the duration of the use of the Services. Collecting browser activities or IP addresses, along with the time of the visit and the page(s) that were visited, are common practices, and are often performed automatically by many websites, applications and other services for such purposes as calculating usage levels, helping diagnose server problems, and administering the Services. In addition:

- We may collect information from the Apps that you use. We may track and collect Apps’ usage data such as the date and time the Apps accesses our servers and what information and files have been downloaded to the Apps based on your device number.
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- We may use Google Analytics and Adobe Analytics which use Cookies and other similar technologies to collect information about use of Services anonymously and report website trends. You can learn about Google's practices by visiting www.google.com/policies/privacy/partners/, and you may opt out by downloading the Google Analytics opt-out browser add-on, available at <https://tools.google.com/dlpage/gaoptout>. You can learn about Adobe's practices by visiting <http://www.adobe.com/privacy/analytics.html> and you may opt out by visiting <http://www.adobe.com/privacy/opt-out.html>.
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- Aggregate information: We may share aggregate statistics and other non-personally identifiable information with third parties for marketing, advertising, research, or similar purposes. These aggregate statistics will not allow anyone to identify you

We may use and disclose Other Information for any purpose, except where we are required to do otherwise under applicable law. In some instances, we may combine Other Information with Personal Information (such as combining your name with your location). If we do, we will treat the combined information as Personal Information as long as it is combined.

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- **Marketing Email Opt Out:** You may, at any time, choose to opt out of receiving marketing-related emails by following the opt-out procedures at the bottom of our emails. Please allow 10 business days for us to respond to your request.
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we will provide a response listing the categories of Personal Information disclosed to third parties, along with the names and addresses of those third parties, for their own direct marketing purposes during the previous year. This request may be made no more than once per calendar year, and we reserve our right not to respond to requests submitted to addresses other than the address specified herein.

How We Protect Information

The Adirondack Center for Loon Conservation uses appropriate and reasonable organizational, electronic, physical, administrative, and technical measures to help safeguard Personal Information from unauthorized access or disclosure. We take these and other appropriate precautions to help ensure the security, integrity and confidentiality of customer information; however, no transmission or electronic storage of information can be guaranteed to be 100% secure. If you have reason to believe that your use of the Services or engagement with us is no longer secure, please immediately notify us as described in the “Questions/Contact Information” section below.

Retention Period

We will retain your Personal Information for the period necessary to fulfill the purposes outlined in this Privacy Policy unless a longer retention period is required or permitted by law.

Children’s Privacy

This Website is not directed toward children under 13 years of age nor does the Adirondack Center for Loon Conservation, knowingly collect information from children under 13, and we request that they do not submit any Personal Information through the Services.

Cross-Border Transfer

The 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 that of the United States. Your Personal Information may be stored and processed in any country where we have facilities or in which we engage service providers, and by using the Services you consent to the transfer of information to countries outside of your country of residence, including the United States, which may have data protection rules that are different from those of your country. In certain circumstances, courts, law enforcement agencies, regulatory agencies or security authorities in those other countries may be entitled to access your personal information.

Third Party Content and Links

Our Services may contain links to third-party websites, applications, or similar technology that are not associated with or over which the Adirondack Center for Loon Conservation has no control. Any access to and use of such linked websites is not governed by this Statement, but instead is governed by the privacy statements of those third party websites. We are not responsible for the information practices or content of these other websites and/or applications.

Sensitive Information

Unless explicitly requested, we ask that you not send us, and you not disclose, any sensitive Personal Information (*e.g.*, social security numbers, information related to racial or ethnic origin, political

opinions, religion or other beliefs, health, biometrics or genetic characteristics, criminal background or trade union membership) on or through the Services or otherwise to us.

Changes to this Privacy Statement

The Adirondack Center for Loon Conservation may, from time to time, amend this Privacy Statement. We will post any revisions to the Services, and we advise you to check back periodically. The “Effective Date” reference at the top of this page indicates when we last revised this Privacy Statement. Any changes to this Privacy Statement will become effective when we post the revised Privacy Statement on the Services. Your continued use of the Services or engagement in the Interactions after we implement such changes will also constitute your affirmative consent to the revised Privacy Statement.

Questions/Contact Information

If you have any questions, concerns, or suggestions regarding this Privacy Statement or our privacy practices, you may send us an email at info@adkloon.org, or call our office at (518) 354-8636 Monday through Friday between 9:30 am and 5:30 pm Eastern Time, or write us at:

Adirondack Center for Loon Conservation
PO Box 195
Ray Brook, NY
12977

Because email communications are not always secure, please do not include credit card or other sensitive information in your emails to us.

Details on obtaining financial information and state regulations.

The Adirondack Center for Loon Conservation publishes detailed financial summary information as a part of its annual reports, financial reports, and IRS 990 forms.

Financial information about The Adirondack Center for Loon Conservation may be obtained by contacting us at:

The Adirondack Center for Loon Conservation

PO Box 195

Ray Brook, NY

12977

518) 354-8636, or as stated below:

New York: Upon request, a copy of the latest annual report can be obtained from the organization or from the Office of the Attorney General by writing to the Charities Bureau at 120 Broadway, New York, NY 10271.

We respect your privacy and preferences. If you have questions about your membership or would like to modify your mailing preferences, please write to us at: The Adirondack Center for Loon Conservation, PO Box 195, Ray Brook, NY 12977; or by calling (518) 354-8636.