



## Parks & Trails New York's Privacy Policy

We at Parks & Trails New York ("PTNY") value the trust you have placed in us and are committed to protecting your privacy. This Privacy Notice describes the types of personal information we collect and how we use that information. Our Privacy Notice also describes the measures we take to protect the security of the information. In addition, we describe the choices you can make about how we use the information you provide to us. We tell you how you can update your contact information, remove your name from our mailing list, and contact us with any questions you may have about our privacy practices. If you have any additional questions, please e-mail them to [ptyn@ptny.org](mailto:ptyn@ptny.org).

### **What information does PTNY collect on-line?**

PTNY collects e-mail addresses and other personally identifiable information from visitors who voluntarily submit information on our website and blog. For example, the website uses forms for visitors to become members of PTNY, renew their memberships, purchase a guidebook, or sign up for PTNY e-Newsletters. PTNY uses its website to make these functions more effective and to provide participants with additional information significant to PTNY. All personal information is collected and securely stored in a manner appropriate to the nature of the data.

We collect some or all of the following personal information: (a) name, (b) mailings address, (c) telephone number, (d) e-mail address, (e) membership level, (f) donation amount, (g) the frequency of payment of dues or donations (i.e. one-time, reoccurring gifts, etc.), (h) products or merchandise purchased, and (i) election to receive news and other notices by e-mail.

We will also collect the following information at the point of sale; however, this information is processed by a secure third party processor and not stored in PTNY data files: (a) type of credit card, (b) credit card number, (c) expiration date of credit card, and (d) CVV code.

Although PTNY receives IP addresses of visitors to this website through monitoring systems, we do not compile and retain records of the IP addresses of visitors to this website. Instead, PTNY collects information about traffic to its website, including such information as the number of visitors, how they navigate the site and the popularity of particular pages. This allows PTNY to

monitor and enhance the effectiveness of our website in an effort to clarify communications and improve the user experience.

**With whom does PTNY share the information that it gathers?**

PTNY shares the personal information that it gathers with the following kinds of persons and organizations: (a) other environmental groups and (b) other non-profits whose missions and constituencies are similar to ours. The organizations that receive personal information from PTNY may use the information for select direct marketing and fund-raising campaigns.

PTNY does not sell personal information third parties or to credit card companies, however, it does provide the necessary information to credit companies in order to complete product sales and collect donations by persons who use credit cards for these transactions.

**How can people who provide personal information direct PTNY not to share that information with outside persons and organizations?**

Individuals who have provided personal information to PTNY can request at any time that PTNY not to share personal information with outside organizations and persons by contacting our office at [ptny@ptny.org](mailto:ptny@ptny.org).

Individuals who use credit cards for their transactions with PTNY (e.g. donations, membership dues, merchandise purchase, event registration, etc.) should note that PTNY must provide personal information to banks and credit card companies in order to collect the donations or payments. Therefore, individuals who use credit cards can “opt-out” of all disclosures of their personal information except those that PTNY must make in order to collect donations and payments from banks and credit card companies.

**Does PTNY’s website contain links to other websites?**

PTNY’s website may contain links to other website that operate independently of PTNY and are not under our control. We provide links to those sites solely for your convenience and information. Those sites have their own privacy policies, which we suggest you review if you visit any linked sites. PTNY is not responsible for information that is provided by those sites or for any other use of the sites.

**How does PTNY update its Privacy Policy?**

PTNY’s products, services, promotions and programs will change over time. This Privacy Policy will be updated periodically to reflect those changes and corresponding changes in our

information practices. Whenever we revise this Privacy Policy, we will change the date at the bottom to indicate when the revisions were made.

**When did PTNY's privacy policy go into effect?**

PTNY's privacy policy went into effect before July 1, 2014.

**Opting Out**

PTNY provides its members and donors with the opportunity to opt-out of having their personal membership information exchanged with other organizations. To opt-out, please send us an email or letter via postal mail as follows:

Send email to:

Ptny@ptny.org with the subject line: "Opt-out".

Send postal mail to:

Parks & Trails New York

Attention: Membership Associate

29 Elk Street

Albany, NY 12207

In your letter or email, make sure you include:

- Full Name
- Mailing address (including City, State and Zip Code)
- Indicate that you would like to opt-out of information exchange
- A contact telephone where we can reach you with any questions

**This policy was last updated on: 9/24/2014**