



**FRIENDS OF THE
LAKE SUPERIOR NATIONAL ESTUARINE RESEARCH RESERVE
PRIVACY POLICY**

The Friends of the Lake Superior National Estuarine Research Reserve is committed to respecting the privacy of its members, donors, partners, and volunteers. This privacy policy governs our collection and use of personal and business information obtained from members, donors, volunteers and visitors to our website, through our email and regular mail correspondence, or personal visits or telephone calls. Our policy is to use all data collected by any means only for such uses that are important to advancing our organization's mission.

Specific details about each potential category of data collection and its related privacy issues are described below.

Financial Contributions:

The Friends of the Lake Superior National Estuarine Research Reserve collects and retains information from its members and donors for many purposes including acknowledging and thanking members and donors, tracking contributions, communicating with members and donors about the our work, inviting members and donors to our events and providing future opportunities for contributions. Unless anonymity has been requested, members and donors may be recognized in any annual report or other media that we produce in appreciation for their contributions.

It is our policy to not sell, share, provide, rent, or trade the private information of our financial contributors to third parties. Our practices in furtherance of this policy include the following: (1) Sensitive information such as bank account or credit card information is accessed only as needed by key personnel, (2) We use qualified third-party vendors who agree to abide by this privacy policy or similar privacy standards in processing on-line contributions and payments, and (3) all brokerage firms, accountants, auditors and banks used by the Friends of the Lake Superior National Estuarine Research Reserve shall also agree to comply with this policy or similar privacy standards.

Visitors to the Website, Social Media or Email

The Friends of the Lake Superior National Estuarine Research Reserve website collects information about each visitor to our website or other on-line media in these ways:

1. Through IP addresses: Our web server host may log all IP addresses of all visitors to our website and automatically collect information regarding web traffic, usage, length of time of web visit, new visitors, entry and exit points, etc. This information is also used to find ways to improve web access and usability. The IP addresses do not contain any personal information about the users.
2. Through “cookies”: Our website host may use cookies to gather information about traffic and to enhance a visitor’s experience to our site. A cookie is: "A message given to a Web browser by a Web server. The browser stores the message in a text file. The message is then sent back to the server each time the browser requests a page from the server." Cookies are used to customize web pages to provide the user with preferences. They can be deactivated in a browser by configuring a browser's preferences not to accept them. It is our policy that we will not disseminate information gathered by any cookies we have on our site for any marketing or advertising purposes.
3. Through email or social media sites: It is our policy that we will not sell, share, provide, rent or trade contact information or other information gathered online through email, on-line forms, social media or any other means to third parties. Individuals interacting with the Friends of the Lake Superior National Estuarine Research Reserve via social media sites should be aware that these sites may have different privacy practices which are beyond our control.

Registrations and Purchases

For event registrations, the Friends of the Lake Superior National Estuarine Research Reserve may use either its own website or a third-party vendor. In either case, our policy is to protect all information from unauthorized distribution or use. All data are treated as donor information and we do not sell, share, provide, rent or trade this information with third parties. It is our practice to compile attendee lists for our conferences and workshops. Individuals may opt-out of having their name or contact information included in an attendee list by notifying us as indicated below.

Opt-out option

Individuals may opt-out of mailings (both postal and email) at anytime if they do not wish to receive information from the Friends of the Lake Superior National Estuarine Research Reserve.

To opt-out of mailings or registration lists as described above, individuals may email us contact.FOLSR@gmail.com and request that they be excluded.

Links to Third Party Sites

The Friends of the Lake Superior National Estuarine Research Reserve provides links to third party web sites in its solicitation of donations, event registrations, email correspondence, social media or web pages. These web sites and their vendors are not controlled by the Friends of the Lake Superior National Estuarine Research Reserve. For that reason, we encourage individuals to review the privacy policies posted on those third party sites.

Limits to Internet Security

Unfortunately, no data transmission over the Internet can be 100% secure. While we strive to protect all electronic data and information we collect to the fullest extent possible, we cannot ensure or completely guarantee the security of such information.

Electronic records

The Friends of the Lake Superior National Estuarine Research Reserve stores all electronic records on a password-protected computer located in the Friends of the Lake Superior National Estuarine Research Reserve office that is further protected from intrusion and malware through the use of a firewall application. Employees, volunteers, and board members must log in to access files and must change passwords periodically.

Approved by the Board of Directors: 9/19/17