

Privacy Policy for Ozaukee Washington Land Trust

Effective Date: February 21, 2025

At Ozaukee Washington Land Trust ("we," "our," or "us"), we are committed to protecting the privacy and security of your personal information. This Privacy Policy outlines how we collect, use, and safeguard your personal data when you interact with our website, donate, or participate in our programs and events. By using our services, you consent to the practices described in this policy.

1. Information We Collect

We collect personal information in the following ways:

- **Personal Identification Information:** When you donate, sign up for our newsletter, or participate in events, we may collect personal information, including but not limited to your name, email address, phone number, mailing address, and payment information.
- **Non-Personal Identification Information:** We may collect non-personal information such as your browser type, IP address, and website usage data to help us improve our website and services.
- **Cookies and Tracking Technologies:** Our website may use cookies and similar technologies to enhance your experience, analyze trends, and track site usage. You can control cookie settings through your browser, but disabling cookies may affect your ability to access certain features of our website.

2. How We Use Your Information

We use the information we collect for the following purposes:

- **To Provide Services:** To process donations, register participants for events, send newsletters, and manage membership.
- **To Communicate with You:** We may send you updates about our work, upcoming events, campaigns, and other opportunities to get involved. You can opt-out of these communications at any time by following the unsubscribe link in our emails or contacting us directly.

- **To Improve Our Website and Services:** We may use non-personal data to analyze trends and user behavior to improve the functionality and user experience of our website.
- **For Legal Compliance:** To comply with applicable laws and regulations, including tax reporting requirements for donations.

3. Sharing Your Information

We respect your privacy and will never sell, rent, or trade your personal information to third parties. No mobile information will be shared with third parties/affiliates for marketing/promotional purposes. All other categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties.

4. Data Security

We take reasonable precautions to protect your personal information from unauthorized access, alteration, disclosure, or destruction. While we strive to use commercially acceptable means to protect your data, no method of transmission over the internet or method of electronic storage is 100% secure. Therefore, we cannot guarantee absolute security.

5. Your Rights and Choices

- **Access and Correction:** You have the right to request access to the personal information we hold about you. If you find any inaccuracies, you may request that we correct or update it.
- **Opt-Out:** If you no longer wish to receive marketing communications from us, you can unsubscribe at any time by clicking the "unsubscribe" link in our emails or by contacting us directly at owl@owl.org.
- **Data Deletion:** You can request the deletion of your personal data by contacting us at owl@owl.org. We will retain your information only for as long as necessary to fulfill our obligations or as required by law.

6. Children's Privacy

Our website and services are not intended for children under the age of 13. We do not knowingly collect or solicit personal information from children. If we become aware that we have inadvertently collected such information, we will take steps to delete it promptly.

7. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. If we make significant changes, we will notify you by email or by posting a notice on our website. We encourage you to review this policy periodically to stay informed about how we are protecting your information.

8. Contact Us

If you have any questions or concerns about this Privacy Policy or how we handle your personal information, please contact us at:

Ozaukee Washington Land Trust

owlt@owlt.org

(262) 338-1794

This privacy policy is intended to help our donors, volunteers, participants, and visitors understand how we collect, use, and protect personal data in compliance with applicable privacy laws.