

Privacy Policy

INTRODUCTION

At the Wetlands Institute of Stone Harbor, NJ (the “Institute”) we appreciate the trust you place in us when you choose to visit our website, www.wetlandsinstitute.org (the “Website”) and social media pages and we are committed to protecting your privacy. This Privacy Policy (the “Policy”) describes the types of personal information we collect, why and how we collect it, how we use it, and when we share it with third parties. Our Policy also describes the choices you can make about how we collect and use your personal information.

In this Policy, “we” and “our” means the Institute and “you” means any person who visits our Website or social media accounts, calls us on the phone, emails us, sends us mail, attends our events, or visits our location.

Click on the following links to go directly to the corresponding sections of this Privacy Policy:

COLLECTING YOUR PERSONAL INFORMATION

We collect different types of personal information in a number of ways, including:

Contact information and identifiers, such as your name, address, telephone number, and email address in order to process respond to your requests and contact you. We may collect this information from you if you call us, email us, make a donation, attend one of our events, visit our location, sign-up to receive our marketing emails, or become a member.

Purchase information, such as the items that you purchase, your billing and shipping address and contact information;

Membership information, such as your name, billing and shipping address, telephone number, email address, date of birth, and payment card information. Account information may also include demographic information about you, such as your age or birthdate and gender;

Geolocation information, such as the location of your device that you use to visit our Website, if your device settings allow us to collect location information.

Social Media Information. We may also collect personal information about you if you choose to enable, log into, or sign on to the Institute’s social media sites such as Facebook, Instagram, or Twitter (“Social Media Sites”). When you connect to our Social Media Sites, we may collect personal information that you provide. For example, when you log in with your Facebook credentials, we may collect personal information from your Facebook profile, if permitted– such as your email address, profile picture, and friend list. We use this information to personalize the services we provide to you. If you do not want us to provide us with this information, please change the privacy settings on your Social Media Site accounts.

Device and browsing information and other Internet activity information. We use automated means to collect information about your phone, tablet, computer, or device, and online browsing activity. This information may include IP addresses, unique device identifiers, cookie identifiers, device and browser settings and information, and Internet service provider information. We use a variety of means to collect this information, including the following:

Cookies: Like many websites, we use a feature of your browser called a “cookie.” A cookie automatically identifies a computer—but not an individual—to our servers when a person visits our Website. Cookies allow us to correlate your computer with certain usage patterns that are stored in our log files. We use cookies to help us improve our Website and to deliver a better and more customized service. They enable us to estimate usage patterns, store information about your preferences, customize our Website, and recognize users when they return to our Website. If for any reason you do not wish to take advantage of cookies, you may have your browser not accept them, although this will disable some essential features our Website.

Cookies/Tracking Technologies on Social Media Sites: The Institute maintains pages on various Social Media Sites. When you visit our Social Media Sites, the provider of the Social Media Sites and other third parties may set cookies and other tracking technologies on your browser or device. We do not have control over the placement of cookies by other websites or social media websites. Please note that this Policy does not apply to, and we are not responsible for, the privacy practices or cookie use by any third party sites.

Clear GIFS: We may also collect information through the use of clear gifs (also called Pixel Tags, Web beacons and Web bugs) on our Website and in selected email messages we send to you. These are tiny graphic files, not visible to the human eye, that help us analyze our customers’ online behavior and measure the effectiveness of our Website and our advertising. We work with third party service providers that help us track, collect, and analyze this information, which may include your device’s IP address, your browser type, your operating system, date and time information, such as when you receive, open, or click a link in an email message from us, and other technical information about your device. We may also track certain information about the identity of the website you visited immediately before coming to our site. We also work with third party service providers that use tracking technologies to deliver promotions on our behalf across the Internet. These companies may collect information about your visits to our Website, and your interaction with our advertising and other communications.

Do Not Track Signals: When a user turns on the Do Not Track preference in their web browser, the browser sends a message to websites requesting them not to track the user. At this time, we do not respond to Do Not Track browser settings or signals. For information about Do Not Track, please visit: www.allaboutdnt.org.

HOW WE USE YOUR PERSONAL INFORMATION

We use the information we collect from you for various purposes, including to:

- Process orders;
- Send communications to you about our events, fundraisers, and products;
- Serve advertising and offers to you;
- Improve our Website, customer shopping experience, and quality of service;
- Enable our service providers to perform certain activities on our behalf;
- Communicate with you about changes to our Website; and
- Comply with our legal obligations, policies, and procedures.

SHARING YOUR INFORMATION

We will not sell your personal information to any third party for money. We may share your information under certain circumstances to trusted third parties that help us bring you the products and services we offer. For example, we may disclose your personal information to third parties that assist us as follows:

- To manage a database of customer information;
- To distribute emails;
- To process payments;
- To prevent fraud.

We require our vendors and service providers to maintain the confidentiality of all information that we share with them and to use such information only in accordance with the obligations set forth in the agreements we have with them.

In addition, we may disclose your personal information to law enforcement agencies, government/regulatory bodies, and content protection organizations to: (i) protect our legal rights, privacy or safety, and that of our subsidiaries, affiliates, employees, agents, contractors, or other individuals; (ii) protect the safety and security of visitors to our Website and properties; (iii) protect

against fraud or other illegal activity or for risk management purposes; or (iv) comply with the law including with subpoenas, search warrants, court orders, and other legal process.

SALE OR TRANSFER OF ALL OR PART OF OUR BUSINESS OR ASSETS

Your personal information may be transferred in the event we sell or transfer all or a part of our business or assets. We will make commercially reasonable efforts to provide you with reasonable notice of such transfer, or as otherwise required by law.

TO UNSUBSCRIBE

To unsubscribe from our marketing emails, please email us at staff@wetlandsinstitute.org or simply click the unsubscribe button found at the bottom of any of the emails that we send you. Please allow us at least ten (10) business days from when the request was received to complete your unsubscribe request.

SECURITY

We implement a variety of commercially reasonable security measures to maintain the safety of your personal information. We take appropriate physical, electronic and administrative steps to maintain the security of personal information we collect. Unfortunately, however, no data transmission over the Internet can be guaranteed to be 100% secure. Accordingly, while we use commercially reasonable means to protect your personal information, we cannot guarantee or warrant the security of any information you transmit to us.

THIRD PARTY LINKS

Our Website and Social Media accounts may include links to third party websites whose privacy practices may differ from ours. If you choose to purchase products or services through a third-party site, or otherwise access a third-party site, the information collected by the third party is governed by that third party's privacy policy. We encourage you to review the privacy policies of any other sites you visit.

CHILDREN'S PRIVACY

The Institute does not knowingly collect any personal information from children under the age of thirteen, and will dispose of any such information if we become aware that it has been provided to us. If you believe that your child under the age of thirteen has submitted personal information to us in connection with our Website or Social Media Sites, please contact us at staff@wetlandsinstitute.org so that we may take steps to delete this information.

CHANGES TO THIS POLICY

We may amend this Policy from time to time. If we change our Policy, we will post the updated Policy on this page with an updated date. Under certain circumstances, we may notify you of amendments through additional means, such as posting a notice on our Website homepage or contacting you via email.

USERS OUTSIDE OF THE UNITED STATES

The Institute stores its information, including Personal Data as that term is defined in the General Data Protection Regulation (“GDPR”), and hosts its Website in the United States. If you are located outside of the United States or are using our Website from outside the United States, please be aware that your Personal Data will be transferred to, stored, and processed in the United States where our servers are located and our central database is operated. The laws that apply to the use and protection of personal data in the United States or other countries or jurisdictions in which we transfer or process personal information may be different than the laws and protections in your country. By voluntarily providing us with your Personal Data and/or using our Website, you consent to the terms of this Policy and the collection, use, maintenance, transfer to and processing of your Personal Data in the United States or other countries or territories, and, unless otherwise stated in this Policy, we use this consent as the legal basis for that data transfer. If you require further information about this you can request it from staff@wetlandsinstitute.org.

GDPR DISCLOSURE/EEA RESIDENTS

LEGAL BASIS FOR PROCESSING YOUR PERSONAL DATA

We process your Personal Data only if we have a legal basis to do so, including:

1. to comply with our legal and regulatory obligations, such as keeping our Website safe and secure and preventing and detecting fraud and abuse;
2. for the performance of our contract with you, such as when you place an online order;
3. for our legitimate interests or those of a third party, including sending emails to you about our products, services, promotions, offers, news, and events and improving our services and Website; or
4. where you have given consent to our specific use, such as when you sign up to receive emails about events and offers.

YOUR RIGHTS IN RELATION TO YOUR PERSONAL DATA

The Institute acknowledges that if you are an individual located in the EU/EEA, you have certain rights that you may exercise with respect to the Personal Data that we possess. For example, you may:

- request access to your Personal Data and certain information in relation to its processing;
- request rectification of your Personal Data;
- request the erasure of your Personal Data;
- request the restriction of processing of your Personal Data;
- object to the processing of your Personal Data.

If you contact us to exercise one of the rights enumerated above, we may need to request specific information from you to help us confirm your identity and ensure your right to exercise your rights. We employ this security measure to ensure that your Personal Data is not disclosed to any person who lacks the right to receive it.

You also have the right to receive your Personal Data in a structured, commonly used and machine-readable format and in certain cases, to have us transmit your Personal Data to another controller.

If you want to exercise one of these rights please contact us by sending an email to staff@wetlandsinstitute.org or write to us at 1075 Stone Harbor Blvd, Stone Harbor, NJ 08247. You also have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues, or, as the case may be, any other competent supervisory authority of an EU member state.

Right To Withdraw Consent

Where you have provided consent to the Institute to collect and process your Personal Data, you may withdraw it at any time, without affecting the lawfulness of the processing that was carried out prior to withdrawing it. To withdraw your consent, please contact staff@wetlandsinstitute.org. Once we have received notification that you have withdrawn your consent, we will no longer process your information for the purpose(s) to which you originally consented unless there are compelling legitimate grounds for further processing that override your interests, rights and freedoms or for the establishment, exercise or defense of legal claims. Whenever you withdraw consent, you acknowledge and accept that this may have a negative influence on the quality of our Website.

Fees

We reserve the right to charge a reasonable fee if your request to exercise one of your rights is unreasonable or excessive. Alternatively, we may refuse to comply with the request in such case.

No Automated Decision Making

We do not apply automated decision making or profiling techniques.

RETAINING YOUR PERSONAL DATA

We retain your Personal Data only for as long as necessary for the purposes it was retained, such as to provide services to you. In some instances, we may retain data for longer periods in order to comply with applicable laws and otherwise as necessary to allow us to conduct our business.

CONTACT US

If you have any questions about this Privacy Policy or the security of your Personal Data on our Website, please contact us at staff@wetlandsinstitute.org.

This Privacy Policy was last updated on July 14, 2020.

218894229v2