



AMERICAN LITTORAL SOCIETY - PRIVACY POLICY

Our Commitment to Privacy: Your privacy is important to us. To better protect your privacy we provide this notice explaining our online information practices and the choices you can make about the way your information is collected and used. To make this notice easy to find, we make it available on our homepage and at every point where personally identifiable information may be requested.

The Information We Collect: This notice applies to all information collected or submitted on the American Littoral Society website. On some pages you can enroll as a member of the Society, order products, or ask to be added to our e-mail list. The types of personal information collected at these pages are name, address, email address, phone number, credit/debit card information. Credit card information is collected through PayPal, a trusted on-line credit card processing service that does not share details of your credit card account with us.

On some pages, you may submit information about other people, i.e. when you purchase a gift membership you will need to submit the recipient's address. The types of personal information collected about recipients of gift memberships are name, address, phone number, and email address.

The Way We Use Information:

- We use the information you provide about yourself when placing an order only to complete that order. We do not share this information with outside parties except to the extent necessary to complete that order.
- If you enroll as a member, and provide your email, we will add your e-mail to our email list so that you can receive updates about trips, events, issues, and actions you can take to protect coastal resources. If you do not wish to receive these communications, you may "opt-out" at any time by selecting the "unsubscribe" option provided on every email.
- We use the information you provide about others when purchasing a membership only to mail our newsletters, magazine and other member correspondence to the recipient of your gift. We do not share this information with outside parties except to the extent necessary to complete that order.
- We use return email addresses to answer the email we receive. Such addresses are not used for any other purpose and are not shared with outside parties. We use a permission-based email service and cannot use emails secured without permission of the owner.
- Non-members can sign up for our email lists on the web site. We never share this information with outside parties.
- We use non-identifying and aggregate information to better design our website.
- Finally, we never use or share the personally identifiable information provided to us online in ways unrelated to the ones described above.

Our Commitment to Data Security: To prevent unauthorized access, maintain data accuracy, and ensure the correct use of information, we have put in place appropriate physical, electronic, and managerial procedures to safeguard and secure the information we collect online.

How You Can Correct Your Information: If you are a member of the Society, you can correct factual errors in your personally identifiable information by sending a request to our membership director, Mary Ann Griesbach at maryann@littoralsociety.org. If you are not a member, you can correct your information (such as change your email address) by clicking "join our email list" and following the prompts to make corrections.

How to Contact Us: If you have other questions or concerns about these privacy policies, please call us at 732-291-0055 or send an email to our deputy director, Eileen Kennedy, eileen@littoralsociety.org.