

## **The Anti-Cruelty Society Privacy Policy and Terms of Use**

The Anti-Cruelty Society is committed to protecting the privacy of personal and financial information collected online and has security policies in place to protect the loss, misuse, or alteration of the information under our control. In order to fully understand your rights we encourage you to read this Privacy Policy as well as our Terms of Use.

The Anti-Cruelty Society reserves the right at any time and without notice to change this Privacy Policy simply by posting such changes on our Site. Any such change will be effective immediately upon posting.

The following policy describes how we collect, protect and use information we receive.

### **What information do we collect?**

We collect personal information from people when they mail a donation or submit an online donation form, sign up for a newsletter, use the Society's veterinary clinic, apply to volunteer or foster, share an adoption or volunteer story, provide feedback, sign up for email updates, and mail or respond to any other type of communication such as email, mailed collateral or phone call. In areas involving voluntary transactions, we may collect personal identifiable information (name, address, email address, or telephone number, credit/debit card information). We may also collect an internet protocol (IP) address from all visitors to our site which is a number automatically assigned to every computer by the ISP (Internet Service Provider) when people use the internet. The IP address is used to help diagnose problems with the Society's server, administer the website, analyze trends, track users' movement, gather broad demographic information for aggregate use in order to improve the site, and deliver customized, personalized content. IP addresses are not linked to personally identifiable information.

### **How do we use your information?**

We do not sell, rent, or exchange personal information collected on our website or in the operations of the Society with other companies or organizations. We may use email addresses voluntarily collected on our website to circulate news about The Anti-Cruelty Society programs, services, or events. For those who do not wish to receive these emails, it is easy to opt out by following the unsubscribe instructions contained in the email or sending an email to the Society at [info@anticruelty.org](mailto:info@anticruelty.org). In some cases, we might share compiled demographic information with funders for the purpose of demonstrating that we are meeting our organizational goals.

### **How we use "cookies"?**

Our site may use cookies to enhance the experience while people are visiting the website. Cookies are pieces of information which some websites transfer to the user's computer collecting data used for record-keeping purposes at many websites. Use of cookies also makes web-surfing easier by performing certain functions such as saving passwords, personal preferences regarding use of the particular website and to make sure people do not see the same ad repeatedly. Many consider the use of cookies to be an industry standard. Most browsers are probably set to accept cookies. However, if people would prefer not to receive cookies, the configuration of your

browser can be altered to refuse cookies. If people choose to have the browser refuse cookies, it is possible that some areas of the Society's website may not function properly when it is viewed.

### **What security is in place on the website?**

The Anti-Cruelty Society uses SSL (Secure Socket Layer) technology to protect and encrypt online donation and order information while it is being transferred on the internet. SSL is a proven coding system allowing browsers to automatically encrypt, or scramble, data before it is sent. This is the industry standard. The Society also protects account information by placing it on a secure portion of the site accessible only by certain qualified employees of the Society.

### **How do we disclose information we collect to outside parties?**

The Anti-Cruelty Society does not sell, trade, or otherwise transfer to outside parties personally identifiable information unless prior notice is given. The term "outside parties" does not include website hosting partners and other parties who assist us in operating the website, conducting company business, or servicing, so long as those parties agree to keep this information confidential. We may also release your information if it is to comply with the law, enforce website policies, or protect the Society's or others' rights, property, or safety. However, aggregate non-personally identifiable visitor information (such as website traffic statistics) may be provided to other parties for marketing, advertising, or other uses.

### **How do we share information?**

If a user elects to use our referral service for informing a friend about the Society's site, we might request the friend's name and email address. The Anti-Cruelty Society will automatically send the friend a one-time email inviting them to visit the site. The Anti-Cruelty Society stores this information for the sole purpose of sending this one-time email. If the friend declines the invitation or there is no response from the invitation, this name is purged from the list on a regular basis.

### **Remarketing**

This website uses remarketing services to display advertisements on our behalf. Their services may come from sites such as Google, Bing, Yahoo, Facebook, Instagram, Twitter, Adroll and any other display advertising partner (collectively the "Platform Advertisers") to advertise on third party websites to previous visitors to our site. It could mean that we advertise to previous visitors who haven't completed a task on our site, for example using the contact form to make an inquiry.

Platform Advertisers use cookies to serve ads based on someone's past visits to The Anti-Cruelty Society's website. Of course, any data collected will be used in accordance with The Anti-Cruelty Society and Platform Advertisers privacy policy. You may disable these cookies using your browser settings. The companies we work with are member of the Network Advertising Initiative. The NAI allows you to limit or opt out of interest-based advertising by using a tool available at <http://optout.networkadvertising.org>.

### **Analytics and Advertising**

To provide visitors with better service, the Site may use Analytics software to track usage activity of the Site. The information collected is anonymous, aggregated data and does not contain Personally Identifiable Information (PII). If, at any time, you choose not to participate in the use of Analytics software, please use your search engine's (i.e. Google, Bing, Yahoo, etc.) available opt-outs for the web. In addition to basic Analytics software, the Site may also use Remarketing, Google Display Network Impression Reporting, or Google Demographics and Interest Reporting from the data obtained through Analytics software.

We use Remarketing with Google analytics to advertise online. Third-party vendors, including Google and similar sites, may show our ads on websites across the internet. By using Google Analytics software, we are able to obtain 3rd-party audience data. We use this data to make improvements to the Site and may also utilize Google's interest-based advertising. Using Google's Ad Settings, visitors can opt-out of Google Analytics for Display Advertising and customize Google Display Network ads.

We may use Facebook Custom Audiences and Pixels to deliver advertisements to Website Visitors. No personal information is contained or collected as the result of using these pixels. You may learn more about Facebook Custom Audiences by visiting <https://www.facebook.com/business/help/341425252616329>. Please click [here](#) if you would like to revoke your permission.

You may learn more about Facebook's privacy policy in general by visiting <https://www.facebook.com/about/privacy>.

### **How do we use other websites?**

The Anti-Cruelty Society's site contains links to other websites. In an attempt to provide people with increased value, there may be third party links on the Society's site. These linked sites have separate and independent privacy policies and, therefore, the Society takes no responsibility or liability for the content and activities of these linked sites. Please note that links or clicks to third party sites will take people to another website for which The Anti-Cruelty Society has no responsibility and the privacy statements on all such sites are different from the privacy statements for the Society. In order to protect the integrity of the Society's site, people are encouraged to provide any feedback about these linked sites (including if a specific link does not work).

### **How can you opt-out, remove, or modify information that you have provided to us?**

To modify an email address, phone number or mailed communication preferences or to completely opt-out of receiving Society email or mailings, contact the Society via email, facsimile, or simply give us a call at 312-644-8338. There is always an 'Unsubscribe' link in all email newsletters to allow people to unsubscribe at any time. Unsubscribing to one