

# SEATTLE ANIMAL SHELTER FOUNDATION PRIVACY POLICY

**Last Updated: February 9, 2022**

This Privacy Policy explains how the Seattle Animal Shelter Foundation (“*Company*,” “*we*,” or “*us*”) collects, uses, and discloses information about you. This Privacy Policy applies when you use our websites, mobile applications, and other online products and services that link to this Privacy Policy (collectively, our “*Services*”), contact our customer service team, engage with us on social media, or otherwise interact with us. We may provide different or additional notices of our privacy practices with respect to certain services, such as our fundraisers, in which case this Privacy Policy will not apply.

We may change this Privacy Policy from time to time. If we make changes, we will notify you by revising the date at the top of this policy and, in some cases, we may provide you with additional notice (such as adding a statement to our website or sending you a notification). We encourage you to review this Privacy Policy regularly to stay informed about our information practices and the choices available to you.

If you are a California resident, please see the “Your California Privacy Rights” section.

## CONTENTS

[Collection of Information](#)

[Use of Information](#)

[Sharing of Information](#)

[Analytics](#)

[Your Choices](#)

[Your California Privacy Rights](#)

[Contact Us](#)

## COLLECTION OF INFORMATION

### Information You Provide to Us

We collect information from you directly when you submit content through our services. For example, you share information directly with us when you fill out a form, make a purchase, communicate with us via third-party platforms, participate in a contest or promotion, request customer support, or otherwise communicate with us. The types of personal information about you that we may collect include your name, email address, postal address, phone number, credit card and other payment information, and any other information you choose to provide. Additionally, if you make a purchase or donation, we work with a third-party payment processor to collect and process your payment information.

### Information We Collect Automatically When You Interact with Us

When you access or use our Services or otherwise transact business with us, we automatically collect certain information, including:

- **Activity Information:** We collect information about your activity on our Services, such as donor statistics, volunteer participation, and event attendance.
- **Transactional Information:** When you make a purchase or return, we collect information about the transaction, such as product details, purchase price, and the date and location of the transaction.

- **Device and Usage Information:** We collect information about how you access our Services, including data about the device and network you use, such as your hardware model, operating system version, mobile network, IP address, unique device identifiers, and browser type. We also collect information about your activity on our Services, such as access times, pages viewed, links clicked, and the page you visited before navigating to our Services.
- **Location Information:** In accordance with your device permissions, we may collect information about the precise location of your device. You may stop the collection of precise location information at any time (see the [Your Choices](#) section below for details).
- **Information Collected by Cookies and Similar Tracking Technologies:** We (and our service providers) use tracking technologies, such as cookies and web beacons, to collect information about your interactions with the Services. Cookies are small data files stored on your hard drive or in device memory that help us improve our Services and your experience, see which areas and features of our Services are popular, and count visits. Web beacons (also known as “pixel tags” or “clear GIFs”) are electronic images that we use on our Services and in our emails to help deliver cookies, count visits, and understand usage and campaign effectiveness. See the [Your Choices](#) section below.

## Information We Collect from Other Sources

We obtain information from third-party sources. For example, we may collect information about you from donor databases, advertising networks, data analytics providers, and mailing list providers. Additionally, if you create or log into your Seattle Animal Shelter Foundation account through a third-party platform (such as Google Analytics), we will have access to certain information from that platform, such as your name, or birthday, in accordance with the authorization procedures determined by such platform.

## Information We Derive

We may derive information or draw inferences about you based on the information we collect. For example, we may make inferences about your approximate location based on your IP address or infer that you are looking to purchase certain products based on your browsing behavior and past purchases.

## USE OF INFORMATION

We use the information we collect to send out email newsletters, direct mail, to advertise on our social media channels, and for website optimization. We also use the information we collect to:

- Provide, maintain, and improve our products and services;
- Process transactions and send you related information, including confirmations, receipts, and invoices;
- Personalize and improve your experience with our Services;
- Send you technical notices, security alerts, and support and administrative messages;
- Respond to your comments and questions and provide customer service;
- Communicate with you about products, services, and events offered by Seattle Animal Shelter Foundation and others and provide news and information that we think will interest you (see the [Your Choices](#) section below for information about how to opt out of these communications at any time);
- Provide and administer our loyalty program;
- Monitor and analyze trends, usage, and activities in connection with our Services;
- Personalize the advertisements you see on third-party platforms and websites (for more information, see the [Analytics](#) section below);
- Facilitate promotions, process and deliver entries, and rewards;

- Detect, investigate, and help prevent security incidents and other malicious, deceptive, fraudulent, or illegal activity and help protect the rights and property of Seattle Animal Shelter Foundation and others;
- Debug to identify and repair errors in our Services;
- Comply with our legal and financial obligations; and
- Create de-identified, anonymized, or aggregated information;
- Carry out any other purpose described to you at the time the information was collected.

## SHARING OF INFORMATION

We share personal information in the following circumstances or as otherwise described in this policy:

- We share personal information with vendors, service providers, and consultants that need access to personal information in order to perform services for us, such as companies that assist us with web hosting, payment processing, customer service, and marketing and advertising.
- We share personal information with third parties for their own services and marketing purposes, unless you opt out of this type of sharing by [installing the Google Analytics opt-out browser add-on](#).
- We may disclose personal information if we believe that disclosure is in accordance with, or required by, any applicable law or legal process, including lawful requests by public authorities to meet national security or law enforcement requirements.
- We may share personal information if we believe that your actions are inconsistent with our user agreements or policies, if we believe that you have violated the law, or if we believe it is necessary to protect the rights, property, and safety of Seattle Animal Shelter Foundation, our users, the public, or others.
- We share personal information with our lawyers and other professional advisors where necessary to obtain advice or otherwise protect and manage our business interests.
- We may share personal information in connection with, or during negotiations concerning, any merger, sale of company assets, financing, or acquisition of all or a portion of our business by another company.
- We share personal information with your consent or at your direction.
- We also share aggregated or de-identified information that cannot reasonably be used to identify you.

## ANALYTICS

We engage others to provide analytics services and serve advertisements on our behalf across the web and in mobile apps. These entities may use cookies, web beacons, device identifiers, and other technologies to collect information about your use of our Services and other websites and applications, including your IP address, web browser, mobile network information, pages viewed, time spent on pages, links clicked, and conversion information. This information may be used by Seattle Animal Shelter Foundation and others to, among other things, analyze and track data, determine the popularity of certain content, deliver advertising and content targeted to your interests on our Services and other websites, and better understand your online activity. For more information about interest-based ads, or to opt out of having your web browsing information used for behavioral advertising purposes, please visit [www.aboutads.info/choices](http://www.aboutads.info/choices) or change your settings using the consent management tool on our Services. Your device may also include a feature (“Limit Ad Tracking” on iOS or “Opt Out of Interest-Based Ads” or “Opt Out of Ads Personalization” on Android) that allows you to opt out of having certain information collected through mobile apps used for behavioral advertising purposes.

We also work with third parties to serve ads to you as part of customized campaigns on third-party platforms (such as Facebook, Instagram, and Amazon). As part of these ad campaigns, we or the third-party platforms may convert information about you, such as your email address and phone number, into a unique value that can be matched with a user account on these platforms to allow us to learn about your interests and serve you advertising that is customized to your interests. Note that the third-party platforms may offer you choices about whether you see these types of customized ads.

## **YOUR CHOICES**

You may update and correct certain account information at any time by emailing us at [info@seattleanimalshelterfoundation.org](mailto:info@seattleanimalshelterfoundation.org). If you wish to remove your information from our database, please email us, but note that we may retain certain information as required by law or for our legitimate business purposes.

### **Cookies**

Most web browsers are set to accept cookies by default. If you prefer, you can usually adjust your browser settings to remove or reject browser cookies. Please note that removing or rejecting cookies could affect the availability and functionality of our Services.

### **Communications Preferences**

You may opt out of receiving text messages or promotional emails from Seattle Animal Shelter Foundation by following the instructions in those communications. If you opt out, we may still send you non-promotional emails, such as those about your account or our ongoing business relations.

### **Mobile Push Notifications**

With your consent, we may send push notifications to your mobile device. You can deactivate these messages at any time by changing the notification settings on your mobile device.

## **YOUR CALIFORNIA PRIVACY RIGHTS**

The California Consumer Privacy Act or “CCPA” (Cal. Civ. Code § 1798.100 *et seq.*) afford consumers residing in California certain rights with respect to their personal information. If you are a California resident, this section applies to you.

### ***California Consumer Privacy Act***

In the preceding 12 months, we have collected the following categories of personal information: as listed in the table below. For details about the precise data points we collect and the categories of sources of such collection, please see the [Collection of Information](#) section above. We collect personal information for the business and commercial purposes described in the [Use of Information](#) section above. In the preceding 12 months, we have disclosed the following categories of personal information for business purposes to the following categories of recipients:

<i>Category of Personal Information</i>	<i>Categories of Recipients</i>
<ul style="list-style-type: none"> <li>• Identifiers such as a real name, alias, postal address, unique personal identifier, online identifier, internet protocol address, email address, account name, , or other similar identifiers.</li> <li>• Internet or other electronic network activity information, including, but not limited to, browsing history, search history, and information regarding a consumer’s interaction with an internet website, application, or advertisement.</li> <li>• Professional or employment-related information.</li> </ul>	<ul style="list-style-type: none"> <li>• Advertising networks</li> <li>• Data analytics providers</li> <li>• Operating systems and platforms</li> <li>• Social networks</li> <li>• Communication platforms</li> </ul>

**Seattle Animal Shelter Foundation does not sell your personal information.**

Subject to certain limitations, you have the right to (1) request to know more about the categories and specific pieces of personal information we collect, use, or disclose, (2) request deletion of your personal information, and (3) not be discriminated against for exercising these rights. You may make these requests by emailing [info@seattleanimalshelterfoundation.org](mailto:info@seattleanimalshelterfoundation.org). We will verify your request by asking you to provide information related to your recent interactions with us, such as verifying your information from a fundraiser. We will not discriminate against you if you exercise your rights under the CCPA.

If we receive your request from an authorized agent, we may ask for evidence that you have provided such agent with a power of attorney or that the agent has valid written authority to submit requests to exercise rights on your behalf. If you are an authorized agent seeking to make a request, please [contact us](#).

We do not have a financial incentives program, but we partner with retail vendors that do, including Amazon Smile and Kroger Community Rewards. We do not exchange data with retail vendors. Please visit [Amazon Smile](#) and [Kroger Community Programs](#), to learn more about their program.

***Shine the Light***

California law permits residents of California to request certain details about how their information is shared with third parties for direct marketing purposes. Under the law, a business must either provide this information or permit California residents to opt in to, or opt out of, this type of sharing. [Company] qualifies for this alternative option. To opt out of having information about you shared with third parties for direct marketing purposes, please email [info@seattleanimalshelterfoundation.org](mailto:info@seattleanimalshelterfoundation.org).

**Data Retention**

We store other personal data for as long as necessary to carry out the purposes for which we originally collected it and for other legitimate business purposes, including to meet our legal, regulatory, or other compliance obligations.

**CONTACT US**

If you have any questions about this Privacy Policy, please contact us at [info@seattleanimalshelterfoundation.org](mailto:info@seattleanimalshelterfoundation.org).