

Clean Lakes Alliance Privacy Notice

Last modified: January 9, 2025

1. Introduction

Clean Lakes Alliance (“**Clean Lakes**” or “**we**” or “**us**”) respects your privacy and is committed to protecting it through our compliance with this privacy notice.

This Privacy Notice (our “**Privacy Notice**”) describes the types of information we may collect, use, maintain, protect, disclose, or otherwise process about you when you visit the website <https://www.cleanlakesalliance.org> or <https://lakeforecast.org> (each, a “**Website**”) and our practices for collecting, using, maintaining, protecting, disclosing, or otherwise processing that information.

This policy applies to information we collect:

- on our Website;
- in email, text, and other electronic messages between you and Clean Lakes through any medium;

It does not apply to information collected by:

- us through any other means, including on any other website operated by Clean Lakes or any third-party;
- us or any of our affiliates or subsidiaries related to your or any other individual’s employment or potential employment with us; or
- any third party, including through any application or content (including advertising) that may link to or be accessible from the Website.

Please read this Privacy Notice carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, your choice is not to use our Website. By accessing or using our Website, you agree to this Privacy Notice. This Privacy Notice may change from time to time (see Changes to Our Privacy Notice). Your continued use of our Website after we make changes is deemed to be acceptance of those changes, so please check this Privacy Notice periodically for updates.

2. Children Under the Age of 13

Our Website is not intended for children under 13 years of age. No one under age 13 may provide any information to or on the Website. We do not knowingly collect Personal Data from children under 13. If you are under 13, do not use or provide any information on our Website or on or through any of its respective features/register on or through the Website, make any purchases through the Website, use any of the interactive or public comment features of our Website or provide any information about yourself to us, including your name, address, telephone number, email address, or any screen name or user name you may use. If we learn we have collected or

received Personal Data from a child under 13 without verification of parental consent, we will delete that information. If you believe we might have any information directly from a child under 13, please contact us at info@cleanlakesalliance.org.

3. Information We Collect About You and How We Collect It

Throughout this Privacy Notice, the term “**Personal Data**” means any information that identifies, relates to, describes, references, is reasonably capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular individual or device. However, Personal Data does not include any deidentified or aggregated information.

Generally

We collect Personal Data from various sources, including:

- Directly from you when you provide it to us;
- Automatically as you navigate through or otherwise use the Website; and
- From third parties, for example, our business partners.

Information You Provide to Us

We collect the following types of Personal Data directly from you when you access or voluntarily submit requested information through the use of our Website: name, postal address, email address, telephone number, and credit or debit card number.

In addition, we also collect other types of information that you may provide when you fill out a form or through your correspondence with us.

The Personal Data we collect is provided through:

- Information that you provide by filling in forms on our Website, such as when you make a donation or join our email list;
- Details of transactions you carry out through our Website and of the processing of your donation. You may be required to provide financial information before submitting a donation through our Website;
- If you contact us, records, and copies of your correspondence (including email addresses and the contents of your email); and
- Your search queries on the Website.

Information We Collect Through Automatic Data Collection Technologies

As you navigate through and interact with our Website, we may use automatic data collection technologies to collect certain Personal Data about your interactions, including information about your equipment, browsing actions, and patterns. This includes:

- Details of your visits to, and use of, our Website. This may include: browsing history, search history, traffic data, location data, logs, referring/exit pages, date and time of your

visit to our Website, error information, clickstream data, and other communication data and the resources that you access, use, or otherwise interact with on or through the Website; and

- Information about your computing device and internet connection, i.e., your IP address, operating system, device make and model, and browser type.

The information we collect automatically may include Personal Data or we may maintain it or associate it with Personal Data we collect in other ways or receive from third parties. It helps us to improve our Website and to deliver a better and more personalized service by enabling us to:

- estimate our audience size and usage patterns;
- store information about your preferences;
- record your activities on our Website for analytics and debugging purposes;
- customize our Website according to your individual interests;
- speed up your searches; and
- recognize you when you return to our Website.

The technologies we use for this automatic data collection may include:

- **Cookies (or browser cookies).** A cookie is a small file placed on the hard drive of your computer. Unless you have adjusted your browser settings so that it will refuse cookies, our system will issue cookies when you direct your browser to our Website. You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. However, if you do not consent to our use of cookies or select this setting you may be unable to access certain parts of our Website. Our Website may use both session cookies (which expire once you close your browser) and persistent cookies (which stay on your computer until you delete them) to provide you with a more personal and interactive experience. You can find more information about cookies at <http://www.allaboutcookies.org>. By continuing to allow cookies (see Choices About How We Use and Disclose Your Information), you hereby consent to our recording of the use of the Website or other communications you may have with our Website.
- **Session Cookies.** Each time you access the Website, a session cookie containing an encrypted, unique identifier is placed on your device. These session cookies allow us to uniquely identify you when you use the Website and allow us to maintain your login session and process your transactions. Session cookies are required to use the Website and are removed when you close your browser window to the Website.
- **Persistent Cookies.** Persistent cookies that may contain a unique identifier are placed on your device when you access the Website. These cookies are used to track aggregate and statistical information about user activity, maintain your preferences. The amount of time these cookies remain on your device may vary, depending on the cookie.

- **Web Beacons.** Pages of our Website and our e-mails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit Clean Lakes, for example, to count users who have visited those pages or opened an email and for other related website statistics (for example, recording the popularity of certain website content and verifying system and server integrity).
- **Website Interaction and Performance Monitoring Tools.** Our Website may also use interaction and/or performance monitoring tools (sometimes called tracking scripts, analytics tools, session replay tools, or heatmap tools). These tools execute code in your web browser to help us collect data about your use of and interactions with the pages and content on our Website. By using our Website, you hereby consent to our recording of your actions that you take or communications you may have with our Website and other use of such tools.

4. How We Use Your Information

We use information that we collect about you or that you provide to us, including any Personal Data:

- to provide and personalize our Website and its content to you;
- to provide you with information that you request from us;
- to support, develop, troubleshoot, and debug our Website;
- to process your donation and prevent transactional fraud;
- to provide you with support and to respond to your inquiries, including to investigate and address your concerns and monitor and improve our responses;
- to help maintain the safety, security, and integrity of our Website, databases and other technology assets, and business;
- for internal testing, research, analysis, and product development, including to develop and improve our Website;
- detecting security incidents, protecting against malicious, deceptive, fraudulent, or illegal activity, and prosecuting those responsible for that activity;
- debugging to identify and repair errors that impair existing intended functionality;
- to carry out our obligations and enforce our rights arising from any agreements entered into between you and us, including for processing donations;
- in any other way we may describe when you provide the information;
- to fulfill any other purpose for which you provide it; and
- for any other purpose with your consent.

We may also use your Personal Data to provide you with news and updates that you request. If you have subscribed to such information but subsequently wish to change your choice, you may do so by (1) clicking the unsubscribe link contained in the email you received; or (2) sending us an email stating your request to info@cleanlakesalliance.org. For more information, see Choices About How We Use and Disclose Your Information.

5. Disclosure of Your Personal Data

We do not share, sell, or otherwise disclose your Personal Data for purposes other than those outlined in this Privacy Notice. However, we may disclose aggregated information about our users without restriction.

We may disclose Personal Data that we collect, or you provide as described in this Privacy Notice:

- to our subsidiaries and affiliates;
- to contractors, service providers, and other third parties we use to support our business and who are bound by contractual obligations to keep Personal Data confidential and use it only for the purposes for which we disclose it to them. These entities provide IT and infrastructure support services, and donation processing services. Our donation processors' privacy policies may be found at <https://www.blackbaud.com/company/privacy-policy/north-america>;
- to a potential or actual successor in the event of a planned or actual merger, divestiture, restructuring, reorganization, dissolution, or other transfer of some or all of Clean Lakes' assets, in which Personal Data held by Clean Lakes about our Website's users is among the assets transferred;
- to fulfill the purpose for which you provide it;
- for any other purpose disclosed by us when you provide the information; and
- with your consent.

We may also disclose your Personal Data:

- to comply with any court order, law, or legal process, including to respond to any government or regulatory request;
- to enforce or apply our [terms of use](#) and other agreements; and
- if we believe disclosure is necessary or appropriate to protect the rights, property, or safety of Clean Lakes, our customers, or donors. This includes exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction.

6. Choices About How We Use and Disclose Your Information

We do not control the collection and use of your information collected by third parties described above in Disclosure of Your Information. When possible, these organizations are under contractual obligations to use this data only for providing the services to us and to maintain this information strictly confidential. These third parties may, however, aggregate the information they collect with information from their other customers for their own purposes.

In addition, we strive to provide you with choices regarding the Personal Data we have collected about you. We have created mechanisms to provide you with control over your Personal Data:

- **Tracking Technologies.** We may use certain tracking technologies that may record your activities on our Website and your other online activities, and such recordings may be disclosed and processed by third parties who provide such technologies. This helps us understand our users and the use of our Website. You may also set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent, however, if you disable or refuse cookies in this manner, please note that some parts of our Website may then be inaccessible or not function properly. If you do not disable these technologies, you explicitly consent to our use of your Personal Data and our recording of your activities on our Website in this way.
- **Information About Clean Lakes' Products and Services.** We will only use your email address to promote our own products and services when you join our email list. By joining our email list, you consent to our use of your email address for this purpose. If you wish to withdraw your consent and be omitted from future email distributions, you may do so at any time by sending us an email stating your request to info@cleanlakesalliance.org. or by clicking the unsubscribe link in the body of that email. This opt-out does not apply to communications related to your donations (if any).

7. Accessing, Correcting, and Deleting Your Personal Data

You may send us an email at info@cleanlakesalliance.org. to request access to, correct or delete any Personal Data that we have collected about you. We may not accommodate a request to change or delete your Personal Data if we believe the change or deletion would violate any law or legal requirement or cause the information to be incorrect.

8. Do Not Track Signals and Global Privacy Control Signals

We do not track you over time and across third-party websites or other online services for any purpose.

Some web browsers permit you to broadcast a signal to websites and online services indicating a preference that they “do not track” your online activities. At this time, we do not honor such signals and we do not modify what information we collect or how we use that information based upon whether such a signal is broadcast or received by us.

9. Data Security

We have implemented measures designed to secure your Personal Data from accidental loss and from unauthorized access, use, alteration, and disclosure.

Unfortunately, the transmission of information via the internet is not completely secure. Although we have implemented measures to protect your Personal Data, we cannot guarantee the security of your Personal Data transmitted to our Website. Any transmission of Personal Data is at your own risk. We are not responsible for circumvention of any privacy settings or security measures deployed on the Website.

10. Changes to Our Privacy Notice

We may change this Privacy Notice at any time. It is our policy to post any changes we make to our Privacy Notice on this page. If we make material changes to how we treat our users' Personal Data, we will notify you through a notice on the Website's home page. The date this Privacy Notice was last revised is identified at the top of the page. You are responsible for ensuring we have an up-to-date active and deliverable email address for you, and for periodically visiting our Website and this Privacy Notice to check for any changes.

YOUR CONTINUED USE OF OUR WEBSITE FOLLOWING THE POSTING OF CHANGES CONSTITUTES YOUR ACCEPTANCE TO SUCH CHANGES.

11. Contact Information

If you have any questions, concerns, complaints, or suggestions regarding our Privacy Notice or the ways in which we collect and use your Personal Data described in this Privacy Notice, have any requests related to your Personal Data pursuant to applicable laws, or otherwise need to contact us, you may contact us at the contact information below or through the "Contact Us" page on our Website at: <https://www.cleanlakesalliance.org/contact/>.

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