

Clean Lakes Alliance Privacy Disclosure Statement

6/6/24

Clean Lakes Alliance values the privacy of our donors, supporters, event participants, and visitors. It is our policy to collect and store only personal information that is knowingly provided to us and that facilitates the delivery of the services we provide. We do not share personal information without your written consent.

This Privacy Policy explains our practices for collecting identifying information from donors, event participants, and visitors. It also explains the choices you can make about the way your information is collected and used.

Personal Information

Through Clean Lakes Alliance's Customer Relation Management (CRM) database, we collect and store contact information from individuals, including email addresses, as it is knowingly provided to us. Clean Lakes Alliance does not distribute contact information to third parties. We use this information to contact individuals via email and mail with additional resources that might be of interest, including upcoming events and activities, new publications, or giving opportunities. You may choose at any time not to provide personally identifiable information, although this may restrict our ability to provide requested services or information.

The following are examples of personally identifiable information that you may volunteer to provide and examples of how we use such information:

- **Email Addresses** - Clean Lakes Alliance collects email addresses from people who subscribe to emails, register for events, or sign up for updates. Clean Lakes Alliance may use your email address to send you information, including newsletters, updates, or announcements. To unsubscribe from Clean Lakes Alliance emails, recipients are provided the option of using the unsubscribe link provided in the email or can contact us directly. Clean Lakes Alliance does not distribute email addresses to third parties.
- **Mailing Addresses** - Clean Lakes Alliance collects the mailing addresses of those that register for events or request materials. We may mail newsletters, brochures, fundraising appeals, or other promotional items. To opt out of any mailings from Clean Lakes Alliance, recipients may contact us directly so our CRM database can be updated accordingly. Clean Lakes Alliance distributes publicly available organizational addresses, and in doing so does not associate individual names, except main contacts, to third parties.

- Cookies - Many websites, including the one managed by Clean Lakes Alliance, use cookies - pieces of numeric data stored on your computer so that we can identify when you return to our website. Clean Lakes Alliance can "read" only cookies that are placed on your computer from our own website. The usage of cookies is not linked to any personally identifiable information. You can select to disable cookies by changing your browser settings. If you choose to disable cookies in your browser, you may still access most of our website content.

Organizational Information

Clean Lakes Alliance makes lake organization or business contact information available through our Greater Madison Lake Guide Directory. These lists are limited to organization names and postal addresses.

Email addresses, phone numbers, and fax numbers are not made available to third parties. Any individual or organization may request their information be omitted from lists provided to third parties by contacting Clean Lakes Alliance at info@cleanlakesalliance.org or 608-255-1000 and expressing that preference.

Financial Data Security

Clean Lakes Alliance does not disclose credit card account information. When donors and event participants choose to pay by credit card, Clean Lakes Alliance submits this information directly to a secure credit card processor.

Third-Party Uses

Clean Lakes Alliance makes available upon request and payment only organizational information that is already publicly available or knowingly provided to Clean Lakes Alliance, including organizational mailing addresses and website URLs. This information may also be provided through Clean Lakes Alliance's online directory.

Clean Lakes Alliance *does not* make email addresses available to third parties.

Photographs

Clean Lakes Alliance takes photographs during public events, solicits photographs from our supporters, and occasionally selects quality photos for distribution via our website, social media, or other means. Photos are taken in public settings or during public events. If any individual is included in a photograph and would prefer that it not be distributed, that individual may contact Clean Lakes Alliance at info@cleanlakesalliance.org or 608-255-1000 to communicate that request. We will do our best to remove it from circulation.

Embedded Content from Other Sites

Articles posted on our website or through social media may include embedded content (e.g., videos, images, articles, etc.). Embedded content from other websites behaves in the exact same way as if the visitor has visited the other website.

These websites may collect data about you, use cookies, embed additional third-party tracking, and monitor your interaction with that embedded content, including tracing your interaction with the embedded content if you have an account and are logged in to that website.

How Long We Retain Your Data

For users that register on our website, we store indefinitely the personal information they provide in their user profile. Website administrators can also see and edit that information. All users can see, edit, or delete their personal information at any time. See CHOICE TO OPT OUT below for instructions on how to request removal of your data from Clean Lakes Alliance's database.

Choice to Opt Out

Clean Lakes Alliance provides all individuals and customers the opportunity to opt out of having their personal information used for certain purposes. If you no longer wish to receive promotional communications, you may opt out of receiving communications by logging in and selecting Email Preferences. If you would like Clean Lakes Alliance to erase any personal data we have about you (excluding that which we are obliged to keep for administrative, legal, or security purposes), email info@cleanlakesalliance.org.

Disclaimer

Clean Lakes Alliance's website links to other third-party websites. In the event you choose to access such links, please note that they are not covered by this Privacy Policy. When you follow a link to another website, you are subject to the privacy policy of that website.

Contact

Clean Lakes Alliance, Inc.
608-628-6655
info@cleanlakesalliance.org