

## **We Value Your Privacy**

The Wildlife Rehabilitation Center of Minnesota (WRC) is committed to maintaining your confidence and trust, and accordingly maintains the following privacy policy to protect the personal information you provide online through our site [www.wrcmn.org](http://www.wrcmn.org).

### **Your Information:**

This notice applies to all information collected or submitted on The Wildlife Rehabilitation Center of Minnesota's Web site ([www.wrcmn.org](http://www.wrcmn.org)).

You may choose to submit your information through our Web site in various areas:

- Registration for Email News
- Volunteer Application
- Online Donations
- Request for Additional Information via Email
- RSS feed of our blog, The Pulse
- Animal Status Request

The type of information varies based on your action, but all information gathered is used to better communicate with you.

### **What We Do With This Information**

The information you supply helps us better respond to your request(s). We do not share this information with outside parties except to the extent necessary to complete that activity (for example, a secure third party handles all online monetary donations).

When you send us a specific email request, we use your return email address to reply. This address is not used for any other purpose and is not shared with outside parties. If you wish to be added to our Email News Update list, you'll need to specifically request that or register for our emails on our site.

When you donate through our Web site or request to receive emails, we will register you to receive our updates or information relevant to WRC. Information you submit on our Web site will not be used for any other purpose, unless you request otherwise.

For each visitor to our Web site, our Web server automatically recognizes information regarding the domain of the user but not e-mail address nor any other personal information. For example, we can tell which Internet Service Provider our visitors use, but not the names, addresses or other information about our visitors that would enable us to identify the particular visitors to our sites.

In addition, our system tracks information about the visits to our Web site. For example, we compile statistics that show the daily number of visitors to our site, the daily hits we receive on a particular site page, etc. We use this non-identifying and aggregate information to keep our Web site fluid and to help

us identify trends. This is mainly in the form of Google Analytics and viewing stats from our blog, The Pulse. We do not disclose anything that could be used to identify individuals.

Finally, we never use or share the personally identifiable information provided to us online in ways unrelated to the ones described above without also providing you an opportunity to opt-out or otherwise prohibit such unrelated uses.

**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. We do not store your information online, which is why you cannot update your email address, update your credit card information, etc.

**Security of Your Credit Card Information**

We have made every effort to ensure the secure collection and transmission of sensitive user information using industry accepted data collection and encryption methodologies. We do not retain your credit card information through our site. If you are concerned about the safety of your credit card information, you may make a contribution by mailing a check to us at: 2530 Dale St., Roseville, MN 55113.

**Our Commitment To Children's Privacy and Safety:**

Protecting the privacy of the very young is especially important. For that reason, we never collect or maintain information from those we know are under 13. Many young students email us regarding projects they are working on, inquiring about volunteer opportunities, and following up on animals they've brought to us. We embrace the fact that a young generation is interested in wildlife and communicate via appropriate vehicles to children who request communication with us. All contact with these children is initiated by the parent or child and can be made available to the parent based on a request.

**Links to Third Party Sites**

We provide links to third party sites throughout our site. Because we do not control those Web sites, we encourage you to review the privacy policies posted on these third party sites.

**How to Unsubscribe from a Mailing List or Email List**

If at any time you wish to stop receiving electronic information from WRC, or to be removed from our mailing list, you may do so by requesting this as explained in each message (our emails have an "unsubscribe" link, our mailings have both an electronic and a paper unsubscribe request).

**How To Contact Us:**

Should you have questions or concerns about these privacy policies, please contact us at [info@wrcmn.org](mailto:info@wrcmn.org).