

Privacy Policy

Purpose:

The Capital Region Land Conservancy places a high priority on protecting the privacy of its donors. The purpose of CRLC's Privacy Policy is to provide a formal, written statement explaining how CRLC uses and protects donor private data as well as explains what types of information is collected by CRLC's website, www.capitalregionland.org, and how this information is used.

Personally Identifiable Information:

CRLC collects contact information from its donors and individuals that voluntarily sign up to receive CRLC communications. CRLC uses personal information to send both printed and electronic communications and invitations; to answer requests; to acknowledge donor gifts; etc. This information is saved in a Customer Relationship Management (CRM) database. At any time in the future, those donors or individuals that do not desire to receive our messages may "opt out."

Donor Privacy:

CRLC does not sell, share, rent or "trade" names, addresses, emails, phone numbers or other personal information of its donors to anyone outside the organization. This applies to all information received by CRLC via electronic, written and oral communications, both online and offline. To the extent that donations are processed through a third-party service provider, donor information will only be used for purposes necessary to process the donation. Donors names, unless specified as anonymous, will be published in CRLC's Annual Report that is available publicly.

IP addresses:

CRLC only uses IP addresses for statistical metrics used to track website visitor traffic to its website www.capitalregionland.org. Such tracking provides aggregate data and is not personally identifiable.

External Links:

CRLC includes links to external websites through its e-communication and website www.capitalregionland.org. CRLC is not responsible for the privacy practices or the content of external websites.