

## Privacy Statement

Burleson Institute is grateful for the support of our donors who make it possible for us to contribute sustainability research and education globally. We are committed to maintaining the privacy of all website visitors and donors and to maintaining the confidentiality of their personal information.

Burleson Institute collects personal information (name, address, phone number, email address, etc.) when a donor or visitor voluntarily provides it to us. This information is used to process donations, to notify donors of special events, to share news about the Institute, and, in the aggregate, to prepare required reports. Donors have the opportunity to opt out of our mailings by contacting us at any time. Donors may be listed as “Anonymous” in donor listings if they choose.

We do not sell, trade, or share our donor list with other organizations. Any personal information is stored in a password-protected database on a secure server. Donations made through our website are encrypted using 128-bit SSL encryption.

Our website collects information about visitors to our site, including the number of visitors, the pages accessed, and length of visit. This information is used in the aggregate to manage and improve our website.

We take great care with all personal information collected on the website media. We will never share or sell individual personal information with anyone without your permission. The information we collect is used solely for the purpose of contacting you or sending you emails based on your request for information. As is true of most Web sites, we gather certain information automatically and store it in log files. This information includes Internet protocol (IP) addresses, browser type, Internet service provider (ISP), referring/exit pages, operating system, date/time stamp, and clickstream data. We use this information, which does not identify individual users, to analyze trends, and to administer the site. To be removed from our mail, or e-mail communications please send an e-mail to: [B@BurlesonInstitute.org](mailto:B@BurlesonInstitute.org)

We do not knowingly collect or solicit personal information from anyone under the age of 18 or knowingly allow such persons to provide us with their personal information without parent or guardian consent. If you are under 18, do not send any information about yourself to us, including your name, address, telephone numbers, or e-mail address, unless you have your parent's or guardian's permission. In the event we learn that we collected personal information from anyone under the age of 18, and do not have a parent or guardian's consent, we will delete that information as quickly as possible. If you believe that we might have any information from or about anyone under the age of 18, please contact us at [B@BurlesonInstitute.org](mailto:B@BurlesonInstitute.org)

Only designated employees have access to hard copies of your personal information. All on-line transactions are done on a secure server. This means that information entered on the transaction page is encrypted using SSL (Secure Socket Layer) before transmission. On secure pages, a "closed" lock symbol is displayed in the bottom part of your browser screen and the website address in the address bar at the top of the browser screen starts with an "https" instead of an "http".

In order to provide certain services and goods at our website, we contract with other companies and individuals. These additional services and goods may include "links" to other websites from our website. Burleson Institute's privacy practices may not be applicable at any third-party sites. Anytime you leave the Burleson Institute website, we have no control regarding what information may be collected about you, nor do we control what third-parties might do with the information. For example, when you click on a merchant's name at the Burleson Institute site, you will be connected with the third-party merchant's website (even if the Burleson Institute name/logo is on the screen). This merchant website should have its own privacy statement applying to transactions at their website. It is important that you review any privacy policies on third-party sites carefully, BEFORE you use any services or programs offered.

Burleson Institute respects our visitors' privacy interests and is committed to honoring your preferences. This privacy policy governs the way we collect and use your information both offline and online, websites accessed through your mobile devices, our downloadable mobile applications and Burleson Institute's own social media sites ("Media"). Your use of Media or provision of personal information to Burleson Institute constitutes your acceptance of the terms of this policy.

We collect and use the information you provide when you interact with Burleson Institute offline and through Burleson Institute Media. This information falls into two categories: 1) Personal information, which includes items such as your name and address, which you provide when you make a donation, fill out a survey or participate in an activity; 2) Non-Personal Information, which includes your IP address or website browsing patterns, which we collect through technology. For the purposes of this Privacy Policy, personal information does not include the information Burleson Institute employees share in connection with their employment.

In most cases, you may use Burleson Institute's Media without registering or submitting any personal information. However, some Media sites require that you supply certain personal information, such as a verifiable email address, to register or to fully use the site.

You also may choose to log in, create an account or enhance your profile through a third party authentication service (like Facebook Connect or Twitter). By doing this, you are asking the authentication service to send us certain information from your profile, and you are authorizing us to collect, store, and use this information. After you've

connected, some services, like Facebook Connect, will send us additional information from your profile, such as information that allows us to display a Facebook module on the Media pages you view.

Depending on the nature of your interaction with us, the personal information you are asked to provide may include your name, billing and shipping addresses, telephone and mobile phone numbers, and email addresses. Burleson Institute does not store sensitive financial information, such as credit card numbers or banking information. Burleson Institute may share your Personal Information within the Burleson Institute network, with its service contractors, and, with your specific permission, with some commercial vendors. Except as described below, you may opt-out from receiving communications from Burleson Institute by contacting [B@BurlesonInstitute.org](mailto:B@BurlesonInstitute.org)

When you choose to engage in any of the following special activities, you are agreeing to allow some use of your personal information. To opt-out from additional uses, please contact Burleson Institute at [B@BurlesonInstitute.org](mailto:B@BurlesonInstitute.org)

#### Citizen Science:

Burleson Institute collects personal information of participants in citizen science and conservation activities such as the Great Backyard Bird Count. Your participation in these programs becomes part of the historical record. Participants' names may be displayed publically in reports, on the Burleson Institute website, or in summary articles. Burleson Institute collects your personal information if you submit a digital photo through our websites, and displays your name in proximity to any image you submit. Burleson Institute also collects location specific data when you use mobile apps associated with our citizen science programs. This information is stored in our database in proximity to your personal information and any scientific wildlife and watershed observations you submit. Any data submitted to the GBBC databases, including bird observations and photos, is governed by The Great Backyard Bird Count (GBBC) privacy policy: <http://gbbc.birdcount.org/privacy-policy/>

Burleson Institute will ask you to provide personal information, such as a verifiable email address, when you register to use a mobile application. Some mobile applications cannot be accessed unless you provide a verifiable email.

Burleson Institute collects personal information from you when you participate in contests or special offers. If this information is also being collected by a third party, such as a co-sponsor, we will notify you at the time.

Burleson Institute collects your mobile telephone number when you opt in to receive messages from us via your mobile device. Every text message Burleson Institute sends contains information on how to opt-out from receiving text messages.

Burleson Institute maintains presence on several social networking and blogging

platforms, such as Facebook and Twitter, and we also incorporate some third party social networking features onto our Media. This policy applies to our use of information you submit to us, but it does not apply to what Facebook or any other third party platforms do with your information. Those platforms have their own privacy policies, and we encourage you to read them.

### **Non-Personal Information**

We may collect non-personal information about the computer, mobile phone, tablet or other device you use to access Burleson Institute Media, such as IP addresses, geolocation information, unique device identifiers, and browser type.

Burleson Institute's Media also uses several techniques, such as cookies, beacons and pixel tags, to improve the functioning of our Media platforms, to help us understand how people are using Media, and to personalize your experience. Burleson Institute also contracts with third parties to provide analytics information, reports and analysis about the usage and browsing patterns of our Media visitors.

Some of our mobile applications can deliver content based on your current location if you choose to enable that feature of the app. If you enable the location-based feature, your current location will be stored locally on your device, which will then be used by the app. If you elect to have a location-based search saved to your history, we will store that information on our servers. This information is used to gather information to analyze traffic to the Media sites, to improve our content for navigation, to enhance our marketing efforts, and to personalize your experience.

We do not respond to browser-based "Do Not Track" signals.

### **Burleson Institute Use of Information We Collect**

**Service Providers:** Burleson Institute hires contractors to assist us to perform certain business functions, such as credit card processing, order fulfillment, or email and membership list services. Our contractors are provided only the information necessary for them to do their jobs and are prohibited from using the information they receive from Burleson Institute in any way other than to provide their services to Burleson Institute. They may not share, resell or use the information they collect for their own direct marketing purposes.

**Third Party Ad Servers:** Burleson Institute may use third-party companies to serve digital ads when you visit our site. These companies may use information about your visits to Burleson Institute Media (which generally does not include personal information) to provide advertisements about goods and services that may be of interest to you. These companies may employ tracking technologies to cause relevant ads to be displayed to you.

**Third Party Marketing and Commercial Vendors:** Burleson Institute has the opportunity to share information with its licensees and other commercial vendors as a means to support its conservation mission. We will not sell, rent, swap or authorize any third party commercial vendor to use your email address or any other information that personally identifies you unless you tell us we may do so by opting-in where such information is collected. And you can always change your mind later. To opt-out,

please contact [B@BurlesonInstitute.org](mailto:B@BurlesonInstitute.org)

Under California's "Shine the Light" law, California residents may opt-out of Burleson Institute's disclosure of personal information to third parties for their direct marketing purposes. As described above, Burleson Institute will not share your personal information with any third party commercial vendors unless you tell us we may by opting in, and you can opt-out later if you change your mind.

**Data Security:** Burleson Institute is committed to protecting all your information. To this end, Burleson Institute has in place commercially reasonable physical, technical and administrative controls to protect the information.

**Changes to the Privacy Policy:** Burleson Institute reserves the right to revise this privacy policy at any time and without notice. Check this site frequently for updates. This site is intended for users in the United States. This policy shall be interpreted consistent with the laws of the United States and the laws of the State of Connecticut. Any dispute arising out of, in connection with, or related to this policy shall be brought in any federal or state court located in the State of Connecticut, and the parties hereby waive any objection they may have to personal jurisdiction in these courts.