

Sustainable Westchester

Privacy Policy

Updated 11/15/2019

We are committed to protecting your privacy. The policies below are applicable to Sustainable Westchester, Inc. websites including all Sustainable Westchester, Inc. email newsletters published or distributed by Sustainable Westchester, Inc. and all other interactive features, services, and communications provided by Sustainable Westchester, Inc., however accessed and/or used, that are operated by us, made available by us, or produced and maintained by Sustainable Westchester, Inc. and associated and legal current or future DBA including but not limited to Westchester Power.

We have established this privacy policy ("Privacy Policy") to let you know the kinds of personal information we may gather during your visit to the site (s), why we gather your information, for what purposes we use your personal information, and how you can manage your personal information.

Online security:

Our website has security measures in place to protect the loss, misuse and alteration of the information under our control. Our website uses SSL encryption. SSL stands for Secure Sockets Layer, a global standard security technology that enables encrypted communication between a web browser and a web server. This means that the connection between your browser and the webserver is secure, and even if someone were able to intercept your data on the way to the webserver the information they would get is scrambled. This is important so that all the information through our website then held private. However, no transmission over the Internet can be guaranteed to be 100% secure, so you provide your information at your own risk.

Information we collect:

We may collect Personal Information including name, email address, postal address, phone number, profile picture, social media ID and similar contact information.

Sustainable Westchester and our service providers may collect Personal Information in a variety of ways, including but not limited to:

1. We collect information from you when you subscribe to our newsletter, sign up to support our organization, make a donation, volunteer or otherwise engage in a partnership relationship. When registering on our site, as appropriate, you may be asked to enter your: name, email address, mailing address, phone or mobile number. You may at any time, choose to opt-out ("unsubscribe") of receiving marketing-related emails by following the opt-out ("unsubscribe") procedures at the bottom of our emails.

2. We may use third-party postal address, phone number and email address products to provide accurate and updated contact information.
3. To send a message from our online action center to government officials and other decision-makers, you are required to identify yourself by name, address, email address, phone number or other personal information. Sustainable Westchester, Inc. includes this information when we send your message. This is necessary for your message to be effective, and in the case of many government officials, it is required.
4. Sustainable Westchester may also use this personal information to contact you with the latest alerts and progress reports. Please note that comments sent to federal agencies may be made available publicly, often via the web, and will sometimes include the full name and address of the person(s) submitting the comments.
5. Sustainable Westchester, Inc. may also ask for your mobile phone number so that you can be kept up to date on breaking news and the latest actions. You can opt-out at any time by emailing info@sustainablewestchester.org or replying to a text message with STOP.

How we use collected information:

1. To personalize your interactions with Sustainable Westchester, Inc. such as, but not limited to, customized email content based on your interests, requests to participate in events in your area and otherwise target content and communications to you.
2. To respond to inquiries and fulfill your requests, such as, but not limited to, process donations, renew your membership or send you information about an event or project, as well as to provide membership services
3. To facilitate social media sharing functionality
4. For our internal purposes, such as data analysis, audits, fraud monitoring and prevention, developing new product and services, enhancing/improving/modifying our website, identifying usage trends, determining the effectiveness of our promotional campaigns, and operating/expanding our activities.

Sustainable Westchester, Inc. does not sell or share your personal information with anyone else, nor do we send mailings on behalf of other organization with whom we are not involved, partnered, cosponsored or otherwise closely affiliated.

If you would like to modify Personal Information you have previously provided us, please contact us at info@sustainablewestchester.org.

Other information we may collect:

1. We use “cookies” to help us monitor traffic and collect information about use of the website. Cookies can help us see which parts of our website are popular and provide direction to improve our users’ online experience.
2. We use Google Analytics, which uses cookies and other, similar technologies to collect information about the Sustainable Westchester, Inc. site use anonymously and reports website trends, without identifying individual visitors. You can learn more about Google’s practices by going to <https://www.google.com/policies/privacy/partners/>, and opt-out of them by

downloading the Goggle Analytics opt-out browser add-on, available at <https://tools.google.com/dlpage/gaoptout>.

3. We may use pixel tags and other similar technologies to, among other things, track the actions for users of the Sustainable Westchester, Inc. sites, measure the success of our marketing campaigns, and compile statistics about use of the Sustainable Westchester, Inc. sites and response rates.
4. We collect an IP address from all visitors to our site. An IP address is a number that is automatically assigned to your computer when you use the internet. We use IP addresses to help diagnose problems with our server, administer our site, analyze trends, track users' movement, gather broad demographic information for aggregate use in order for us to improve the site, and deliver customized, personalized content. IP addresses are not linked to personally identifiable information.
5. When you interact with any Sustainable Westchester, Inc. property page or account on a social media platform, such as Facebook, we may collect the personal information that you make available to us on that page or account including your account ID or "handle." However, we will comply with the privacy policies of the corresponding social media platform and we will only collect and store such personal information that we are permitted to collect by those social media platforms. If you choose to link or login to your Sustainable Westchester, Inc. account with or through a social networking service, Sustainable Westchester, Inc. and that service may share certain information about you and your activities. With your consent, we also may share information about your activities, including what you view on the site, with that social network's users.

Links to Other Sites

The Sustainable Westchester, Inc. website provides links to several other third-party websites. While we make efforts to choose our links carefully, we cannot take any responsibility for the content of linked websites, or for the privacy policies of websites with which we link. Since we do not control these websites, we encourage you to review the privacy policies posted on these third-party websites prior to any use.

Disclosure to Third Parties

We occasionally have third parties perform services on our behalf, such as data processing, marketing, analytics, outreach, hosting, billing, integration, fraud protection, etc. These third parties have access to your personal information only as needed to perform their services for Sustainable Westchester, Inc. and are contractually obligate to maintain the confidentiality and security of the personal information.

"Do Not Track" Signals

Our website does not respond to web browser "Do Not Track" signals.

Children's Policy

Unless otherwise disclosed during collection and with parent or guardian consent (i.e. education content, school contests), Sustainable Westchester, Inc. does not knowingly collect personal identifiable information from children under 13 years of age. If you are under 13 years of age, you should not provide personal identifiable information to Sustainable Westchester, Inc. without providing us with

parental consent. If Sustainable Westchester, Inc. discovers that, a child under 13 years of age has done so and we do not have parental consent we will immediately delete all information for that child in all areas of our sites.

Retention of User Information

Following termination or deactivation of your account, Sustainable Westchester, Inc. or its service providers may retain information (including your profile information) and any submitted for a commercially reasonable time for backup, archival, and/or audit purposes.

Governing Law

These sites are published in the U.S. We attempt to protect the Personal Information of all users of our sites, we attempt to comply with local data protection, and consumer right laws to the extent they may apply to Sustainable Westchester, Inc. services, but our sites are located and targeted to U.S. citizens and our policies are directed at compliance with those laws. If you are accessing this website from a county in the EU, or other areas (outside the U.S.) please note that this website and the information contained within is not provided for or directed to you.

Changes to this policy

Sustainable Westchester, Inc. reserves the right at any time and without notice to change this Privacy Policy. Any changes will be effective immediately upon posting to this site. We encourage you to check back regularly to ensure that you understand our current privacy policies.