



**SANTA CRUZ VALLEY
NATIONAL HERITAGE AREA**

Santa Cruz Valley National Heritage Area Privacy Policy

Santa Cruz Valley National Heritage Area (SCVNHA) respects your right to privacy. This Privacy Policy provides an overview of the types of information collected through the santacruzheritage.org website for online donations, shopping, class/event registration, newsletter registrations, and service fulfillment, and how the collected information is used. SCVNHA reserves the right to update this Policy at any time, without prior notice. Updates are effective immediately upon posting. Revision dates will appear at the bottom of this Policy. If you have a question regarding this Privacy Policy, please contact us and note Privacy Policy in the comments. By visiting our site, you accept the terms of this Privacy Policy and the practices it describes. If you do not agree, please discontinue use of this website. This Policy only applies to information collected on the SCVNHA website.

Purpose

The purposes for which we collect, use, or disclose personal information will be limited to those which are related to our business and which a reasonable person would consider appropriate in the circumstances. We collect, use, and disclose personal information concerning our constituents for the follow reasons: to understand who our constituents are and how we may improve our services to meet their preferences and expectations; to respond to requests for information; and to meet requirements imposed by law. SCVNHA does not, itself, store or have access to any credit card information you submit to complete a donation, purchase, class/event registration, or for any other purpose. When you make a donation or become a supporter online, your name, address, telephone, email, and credit card information will be collected by PayPal (<https://www.paypal.com/us/webapps/mpp/ua/privacy-full>). With the exception of your credit card information, this information is shared with SCVNHA so we can recognize your contribution, issue and provide you with a donation tax receipt, and establish a relationship and communicate with you. When you register to receive our newsletter, your name, address, and email will be shared with third-parties such as MailChimp or Constant Contact for the fulfillment of our newsletters.

Limiting Collection

We will limit the amount and type of personal information collected to that which is necessary for our identified purposes and we will only collect personal information by fair and lawful means.

Other Information We Collect

We use “Google Analytics” to collect information about use of this site. Google Analytics collects information such as how often users visit this site, what pages they visit, when they do so, and what other sites they used prior to coming to this site. Google Analytics plants a permanent cookie on your web browser to identify you as a unique user the next time you visit this site, the cookie cannot be used by anyone but Google. Google’s ability to use and share information collected by Google Analytics about your visits to this site is restricted by the Google Analytics Terms of Use (<http://www.google.com/analytics/terms/us.html>) and the Google Privacy Policy (<http://www.google.com/policies/privacy/>). You can prevent Google Analytics from recognizing you on return visits to this site by disabling cookies (<http://www.usa.gov/optout-instructions.shtml>) on your browser. Google Analytics uses only first-party cookies for data analysis. This means that the cookies are linked to a specific website domain, and Google Analytics will only use that cookie data for statistical analysis related to your browsing behavior on that specific website. According to Google, the data collected cannot be altered or retrieved by services from other domains. If you choose, you can opt out by turning off cookies in the preferences setting in your web browser. For more information on Google Analytics, go to <http://www.google.com/analytics/>.

Other Websites And Third-Party Links

Our site contains links to other third-party sites. Please note that when you click on one of these links, you are leaving the SCVNHA website and entering another site for which SCVNHA has no responsibility. We encourage you to read the privacy statements and terms of use for every site that collects your personal information.

Limiting Use, Disclosure, And Retention

SCVNHA does not sell or share its constituents’ personal information. You may unsubscribe from SCVNHA email updates or newsletter at any time. Every email sent from SCVNHA contains a link for the user to unsubscribe. You may also use the Contact Us section of this website to send a message to unsubscribe. We will process your request as quickly as possible.

Individual Access

Upon written request, we will inform an individual of the existence, use, and disclosure of his or her personal information and we will give the individual access to that personal information. An individual can challenge the accuracy and completeness of his or her personal information and have it amended as appropriate. We will respond to an individual’s written request within a reasonable time. We will assist any individual who informs us that they need assistance in preparing a request. We may require an individual to provide sufficient information to permit

us to provide an account of the existence, use, and disclosure of personal information. If an individual successfully demonstrates the inaccuracy or incompleteness of personal information, we will amend the information as required. In certain situations, we may refuse a request or not be able to provide access to all the personal information we hold about an individual. Exceptions to the access requirement will be limited and specific, as permitted or required by law.

Information For Children Thirteen And Under

This site is not intended for use by children under 13 years of age. If you are under 13, please do not provide your name, address, email, phone number, or any other information about yourself to SCVNHA. We do not knowingly collect personal information from children under 13. If you believe that we might have any information about a child under 13 years of age, please contact us. If we learn that we have unknowingly collected any information from a child under 13 years of age, we will delete that information.

Changes To Policy

SCVNHA reserves the right to change this policy at any time and without prior notice. We will ensure that our site visitors are always aware of the information we collect, how we use it, and when we share it.

Website Ownership

Information presented on the SCVNHA website is copyright protected and may be distributed or copied only with the express written permission of SCVNHA. If you have any questions regarding this Privacy Policy or your interactions with this site, please contact us at:

*Santa Cruz Valley National Heritage Area
PO Box 2602
Tucson, AZ 85702*

-Effective May 28, 2020.