

## **Scope of the Privacy Policy**

This Web site is operated by Seattle Aquarium Society. We refer to this organization as "Seattle Aquarium Society", "Seattle Aquarium", "we" or "our." The Seattle Aquarium Society understands the importance of our constituents' privacy. Our Privacy Policy tells you what information we collect when you visit our Web site, how we use, share and protect it, what choices you have about how the information is used, and how you can access and update that information. If you do not agree to this Privacy Policy, please do not use this Web site. This Privacy Policy applies to personally identifiable information collected on the Web site where this Privacy Policy is posted. Certain aspects of this Privacy Policy also apply to the personally identifiable information we collect offline.

For purposes of this Privacy Policy, "personally identifiable information" means information that identifies a particular individual, such as name, postal address, e-mail address, and phone number. When other information, such as e-mail newsletter choices, Interests, etc., are directly associated with personally identifiable information, this other information also becomes personally identifiable information.

## **Information Collection**

### **Personally Identifiable Information We Collect**

There are many features on this Web site for which no registration is required. However, if you are interested in obtaining information from the Seattle Aquarium Society, or in participating in certain activities on this Web site (such as subscribing to our e-newsletter, becoming a member of the Seattle Aquarium, making an online donation to the Seattle Aquarium Society, or participating in certain special initiatives), you may need to provide us with information about yourself. For example, if you make a donation to us, we ask for your name, postal address, e-mail address, telephone number and your credit card number. If you participate in an activity such as a survey or sweepstakes, we may also ask you to provide other types of information such as gender and personal interests, which we may associate with personally identifiable information. In addition, we may combine personally identifiable information that you have provided to us with other information that is publicly available or that we receive from other reputable sources.

### **Other Information Collected Through Technology**

In addition to information you choose to provide to us, we also collect non-personally identifiable information through technology to make our site more interesting and useful to you. For instance, when you come to our site, we collect your Internet Protocol ("IP") address. An IP address is often associated with the portal through which you enter the Internet, like your ISP (Internet service provider). Standing alone, your IP address is not personally identifiable. At times, we also use IP addresses to collect information regarding the frequency with which our visitors visit various parts of our sites. We may combine this information with personally identifiable information that you have provided to us and/or with other information that is publicly available or that

we receive from other reputable sources in order to make our Web site and communications more targeted to your interests.

Our Web site also uses cookies. Cookies are small text files that are stored on a user's computer and allow web sites to remember information about users. We use cookies for a variety of purposes in order to enhance the quality of our Web site. We use transient (also called "session ID") cookies to provide continuity from page to page. A session ID cookie expires when you close your browser. Cookies allow us to personalize your return visits to our site and to save you time during certain activities, such as making a repeat donation. You can choose to remove cookies through your browser options. However, if you do so, your ability to use some areas of our site will be limited.

Finally, our Web site uses a variety of technical methods for tracking purposes, including clear gifs (also known as Web beacons). Clear gifs are small pieces of data that are embedded in images on the pages of Web sites. We use these technical methods to tell us what parts of our Web site you have visited or to measure the effectiveness of any searches you may do on our site. These technical methods may involve the transmission of information directly to us or to a service provider authorized by us to collect information on our behalf. We also use these technical methods in HTML e-mails that we send our visitors who have agreed to receive e-mail from us, to determine whether our visitors have opened those e-mails and/or clicked on links in those e-mails. The information from use of these technical methods may be combined with information that is personally identifiable so that we can make our Web site, and any e-mails you have agreed to receive, more interesting to you.

## **Information Use**

The Seattle Aquarium Society may use your personally identifiable information to deliver the products and services that you request, enhance your experience on our site, provide you with informational and/or promotional materials that you might find interesting, and for internal business analysis and other business purposes consistent with this policy. These uses may generally be categorized as relationship maintenance uses and promotional uses. We describe these uses in more detail below.

## **Relationship Maintenance Uses**

The Seattle Aquarium Society uses your personally identifiable information to maintain and manage your account, deliver services that you have requested, and generally enhance your experience on our Web site. Collectively, we refer to these types of uses as "Relationship Maintenance Uses," and they include all of the ways in which we use your personally identifiable information to maintain and manage our relationship with you that do not involve sending promotional materials. Examples of Relationship Maintenance Uses include, but are not limited to:

- Processing and tracking your e-subscriptions
- Processing and tracking your online donations to the Seattle Aquarium Society
- Providing the services you request
- Sending you administrative communications

- Sending you surveys
- Sending you updates to our privacy policy
- Making changes to Web-based features

### **Promotional Uses**

The Seattle Aquarium Society may also use your personally identifiable information to provide you with promotional information about activities, services and products offered by us, including promotional material that you have requested. (However, you may opt out of receiving promotional communications from us by e-mail, as explained below and in the section entitled "Your Choices.") Examples of promotional uses include, but are not limited to:

- Providing you with information about educational opportunities
- Providing you with e-mail newsletters

The Seattle Aquarium Society may provide you with promotional materials by postal mail, e-mail, telephone or other means. You may opt out of receiving promotional communications from us by e-mail as provided in the "Your Choices" section below. You may always opt out of receiving subsequent promotional e-mails by clicking on the unsubscribe link that we provide in every such promotional e-mail message. Please keep in mind, however, that when you purchase or request products or services from the Seattle Aquarium Society, promotional materials may accompany delivery of that product or service. Any opt-outs that you may make will therefore not apply to these materials because they accompany products or services that you have requested.

### **Information Sharing and Disclosure**

We take very seriously our responsibility to maintain your privacy with respect to your personally identifiable information. We will therefore share that information only with the following entities, and only in the manner described below.

#### **Service Providers**

The Seattle Aquarium Society contracts with other companies to provide certain services on our behalf, including credit card processing, shipping, e-mail distribution, and promotions management. We provide these companies only with the information they need to perform their services, and they are permitted to use the information only for that specific purpose or as required by law, unless any additional use or sharing of the information is separately permitted under another provision of this Privacy Policy.

#### **Legal Purposes; Business Transactions**

The Seattle Aquarium Society may disclose any user or customer information, including personally identifiable information, when we believe that doing so is required by law; may be necessary to protect the property, rights, or safety of ourselves, visitors to our Web sites, or other persons; or will help to enforce any terms of use or contest, sweepstakes, promotions, games or other rules. It may also be necessary to disclose our customers' personally identifiable information to third

parties, such as credit card companies, to help resolve disputes that arise in the ordinary course of business. The Seattle Aquarium Society may also transfer user or customer information, including personally identifiable information, in connection with a corporate transaction, such as a divestiture, merger, consolidation, or asset sale.

### **Aggregate Information (non-personally identifiable)**

The Seattle Aquarium Society may share with third parties aggregated information about you and other visitors to our Web site. When we do this, however, we make any personally identifiable information non-personally identifiable by combining it with information about other individuals or by removing characteristics that make the information personally identifiable to you. We share this information in order to improve our Web site and develop content and services that we hope will be of interest to you.

### **Your Choices**

We understand the importance of protecting our customers' privacy, and we therefore provide you with the opportunity to opt-out of having your personally identifiable information used or disclosed for certain purposes. Receiving promotional communications from the Seattle Aquarium Society is optional. You can not remove yourself from our database but if you do not wish to receive promotional communications from us, please call or write to us at the address below or by creating an on-line account and editing your options as desired.

You may also use this address and phone number or website account to request us to update or change any of your personally identifiable information, or to request additional information regarding our disclosure of your personally identifiable information to certain third parties for promotional purposes.

- Call us at 206-838-3921
- Write to us at: **Seattle Aquarium Society**, 1415 Western Ave #505, Seattle Wa 98101 and include your name, address, telephone number, e-mail address and a note of instructions.
- Visit our website at [www.seattleaquarium.org](http://www.seattleaquarium.org) and create an account to manage your own information and options.

If you have previously agreed to receive e-mail and/or e-mail newsletters from us, you may use the address and phone number above to notify us that you no longer wish to receive such e-mail and/or e-mail newsletters, or you may change your preferences by going to My Account and clicking on the "My e-Subscriptions" link.

Because we plan our communications in advance, it may take several weeks for your request to become effective. If, due to human error, you continue to receive our communications, please contact us again and we will make every effort to correct the situation.

### **Links to Other Sites**

We may provide links on our Web site to other sites we think you will enjoy. These sites

operate independently of the Seattle Aquarium Society and have established their own privacy and security policies. We encourage you to be aware when you leave our site and to read these policies at any site you visit.

### **Information Security**

The security and confidentiality of your information is extremely important to us, and we take a number of steps to safeguard any personally identifiable information or credit card information that you provide to us. We use data encryption technology to help protect against loss, misuse or alteration of your credit card information. Secure Socket Layers (SSLs) encrypt the credit card information sent between your computer and our database. However, no method of transmitting or storing electronic data is ever completely secure, and therefore we cannot warrant or guarantee that such information will never be accessed, used or released in a manner that is inconsistent with this policy.

### **Personally Identifiable Information Contained in User Content**

Some sections of our Web site may allow users to post or transmit messages, comments, screen names, computer files and other materials. The Seattle Aquarium Society does not monitor such transmissions, and therefore cannot be responsible for any personally identifiable information or other information that may be contained in such transmissions.

### **Changes in this Privacy Policy**

We may amend this Privacy Policy at any time. If we make any material changes in the way we collect, use, and/or share your personally identifiable information, we will notify you by sending you an e-mail at the last e-mail address that you provided us and/or by prominently posting notice of the changes on the Web sites covered by this Privacy Policy. In any event, changes to this Privacy Policy may affect our use of personally identifiable information that you provided us prior to our notification to you of the changes.

### **Contact Us**

If you have questions or wish to send us comments about this Privacy Policy, please write us at:

Seattle Aquarium Society  
1415 Western Ave #505  
Seattle, WA 98101  
(206) 838-3921

This policy was last updated May 1, 2007.