

PRIVACY STATEMENT

Long Point Basin Land Trust's mission is to protect and restore functioning ecosystems within the Long Point Basin. We are a Canadian Registered Charity built on the contributions of volunteers and funded by thousands of individual donations, government grants, private foundations and business contributions.

We are committed to respecting our relationship with you. Personal, accurate, and cost-effective communication with you is essential to carry out our mission.

This privacy policy conveys our best efforts to maintain this respect. It explains how your personal information is collected, used, and safeguarded in accordance with Canada's [Personal Information Protection and Electronic Documents Act](#).

By using our website, you are stating that you have read and understand, and agree to be bound by, the following terms (whether or not you confirm your agreement, such as by clicking "I agree").

Information we Collect and How it Helps Land Conservation

PERSONAL INFORMATION

Your name, address, telephone number and email are examples of "personal information." It is any information that can be used to identify (or infer the identity of) a specific person. Your computer's IP address can, in some cases, be considered personal information, as it may give some indication of your geographic location. Website forms, surveys, mail-in forms, over the phone, and in person are some of the ways we may ask for this information.

We collect personal information to maintain a strong relationship with our supporters and to provide them with ongoing service. Processing a donation, purchases, event registration, and providing your subscription to an e-newsletter are among the reasons we may ask you for this information. We may also communicate with you by mail, email, or phone regarding donation or volunteer opportunities in support of our work.

Providing personal information is always at your discretion. You may choose to withhold information. There are instances where your personal information is necessary to fulfill your request. We are required by law to take your full name and mailing address, for example, when you make a donation for which you wish to receive a tax-deductible receipt.

WEB COOKIES AND DATA TECHNOLOGY

Like almost all websites, our site uses web data 'cookies' to improve your experience when using the Long Point Basin Land Trust website. Cookies also help us learn how our users are interacting with us so we can provide the best information possible.

Information collected this way may include (but is not limited to) your IP address and internet service provider, the type of web browser and operating system you used, and which of our website pages you visited. We also include links in our emails to track open and click-through rates to help us learn what land conservation information is most important to our supporters.

Our cookies may be session cookies (temporary cookies that identify and track users within our websites, applications, or services, which are deleted when you close your browser or leave your session in the application or service) or persistent cookies (cookies which enable our websites, applications or services to “remember” who you are and to remember your preferences within our websites, applications, or services, and which will stay on your computer or device after you close your browser or leave your session in the application or service).

In some cases, interacting with our websites, social media accounts, or emails provides us with “anonymous” data, such as IP addresses, link clicks, page visits, the time spent on a page, etc. We use Google Analytics on our website to get a sense of where website visitors are in the world, and what content is most interesting to them. This helps us stay relevant for our supporters.

By using all the information available we can send relevant land conservation related communications to you and avoid sending irrelevant or too many emails.

AGGREGATE DATA

Your information may be used in combination with other people’s so we can report the aggregate number of people that donated or participated with Long Point Basin Land Trust in any way.

THIRD PARTIES

Any third-party service that we use have resources dedicated to maintaining security. We ensure that any third-party partner has written policies about never sharing your information with anyone other than Long Point Basin Land Trust.

FINANCIAL TRANSACTIONS AND CREDIT CARD INFORMATION

Often, donations are made to us via credit card. Financial transactions that are made through our website by credit card are processed using a third-party company called Stripe. Stripe collects only your personal information that is necessary to make the transaction and stores that information securely.

FUNDRAISING

As a registered Canadian charity, Long Point Basin Land Trust cannot do our work for the protection and restoration of land without the financial support of our many generous donors. We do our best to reach out to as many individual supporters as we can. Our donors allow us to maintain our vital conservation work.

Letters or phone calls to you help us understand how our work and your goals match. Information you provide (such as your postal code) may be used to find more complete

contact information from other sources (such as Canada Post) so we can contact you. Please contact general@longpointlandtrust.ca to opt out of any of these communications.

LINKS TO OTHER WEBSITES

Our websites contain links to websites owned and operated by other organizations. Please review the privacy policy and terms of use for each website you visit. They are not governed by this policy.