

## **Donor and Web Visitor Privacy Policy**

Your right to privacy is very important to us. We recognize that providing us with personal information is an act of trust. Therefore, we have created a privacy policy to protect your personal information. This policy covers all donor contact information maintained by Rare, as well as websites owned or operated by Rare, such as this Solution Search. We encourage you to take the time to read this privacy policy. Questions regarding this statement should be directed to Rare by sending e-mail to [info@rare.org](mailto:info@rare.org). Please reference this privacy policy in your subject line.

Solution Search is a website owned and managed by Rare. This privacy policy reflects that relationship and the potential for Solution Search visitors to also be using some features on the Rare website at [www.rare.org](http://www.rare.org).

## **Personal Information Collected via the Web, Direct Response Envelopes, and Any Other Manner**

In most cases, when making a donation to Rare via the mail, you provide contact information such as name, address, telephone number or email address. It is the strict policy of Rare to never publish, share or sell this information to any other organization. When you visit our web sites and access information, you remain anonymous.

When entering Solution Search, your contact information is publicly available on the page so that others can contact you to learn more about your entry and to potentially replicate it. If you do not want your contact information posted, please contact us directly at [info@solutionsearch.org](mailto:info@solutionsearch.org). All entry fields remain public except for references, which we keep private and use only to ensure the accuracy of your entry should you get to the finalist round.

If you are completing a nomination form, your information and that of the nominee is only viewable by you, the nominee and the Solution Search team.

At present, we do not require you to register or provide personal information to us to view our web site. However, on those occasions when we will ask for additional information, such as when you sign up to receive the Rare Report e-newsletter or make an online donation, the information, as described above, will remain completely anonymous and will not be shared under any circumstances.

## **What Information We Collect and How We Use That Information**

Our entry forms are designed to collect information to better serve the conservation community. All fields in that form will be publicly available on your published entry web page. At the end of a contest, we may compile entries into a PDF document for download. In some cases, we may compile a list of all entrants to share with potential donors or other interested parties. If you do not want to be listed on this Excel, please contact [info@solutionsearch.org](mailto:info@solutionsearch.org).

Our donation forms ask users to provide contact information that may include name, email address, format preference (HTML vs. plain text), physical address, interests, and similar information. Typically only minimal and necessary information is required. All other information offered is optional. We do this to better understand and respond to your needs, and provide you with information that may be valuable to you. Unless specifically requested by the visitor for convenience, we do not store sensitive information, such as social security or credit card numbers. We will never pass the donor information you provide to Rare on to any other organization.

## **Internet Protocol Address**

An Internet Protocol (IP) address is a number that is automatically assigned to your computer when you use the Internet. We collect an IP address from all visitors to our web site. We use IP addresses to help diagnose problems with our server, administer our web site, analyze usage trends, track users' interactions with the web site, and gather broad demographic information

## **Links to Third-Party Web Sites**

We provide links to third party web sites existing outside of Rare. Since we do not control the content or functionality of these web sites, we encourage you to review the privacy policies posted on these third-party web sites. Any link from <http://www.rare.org> to a third-party web site does not denote an affiliation with the web site or an endorsement of its viewpoint(s) or mission(s).

## **Unsubscribing from the Rare Report e-newsletter**

If at any time you wish to stop receiving our e-newsletter, the Rare Report, please click on the "unsubscribe" link found in the bottom the Rare Report email. Rare never shares your email address with any other organizations.

## **Security**

All sensitive information (such as your credit card information) provided to Rare is transmitted using Secure Socket Layer (SSL) encryption. SSL is a proven coding system that lets your browser automatically encrypt, or scramble, data before you send it to us. We also protect account information by placing it on a secure portion of our web site that is only accessible by certain qualified employees of Rare. Please note: Unfortunately, no data transmission over the Internet can ever be 100% secure. While we strive to protect your information to the fullest extent, we cannot ensure or completely guarantee the security of such information.

## **The VeriSign Secure Site Badge**

The globally recognized VeriSign Secure Site Program allows you to learn more about the web sites that you visit before you submit any confidential information. Rare's investment in this advanced technology ensures that the web page you are visiting is authentic, secure, and that any data or information you submit will be protected by 128-bit SSL encryption. Whenever you see the VeriSign Secure Site badge on our web sites, you can personally verify that the web page in question is both secure and administered directly by Rare. You may, therefore, submit personally identifiable information and/or sensitive data (such as credit card numbers) with the assurance that: Rare's web site has a VeriSign Secure Server ID. VeriSign has verified the organizational name and that Rare has the proof of right to use it. The web site legitimately runs under the auspices of Rare. All information sent to the web site, if in an SSL session, is encrypted, protecting against disclosure to third parties.

## **Your Credit Card Information**

When you enter your credit card information into a form on <http://www.rare.org>, your credit card information is encrypted and transmitted securely to Rare. Rare does not store your credit card information on a permanent basis; your credit card information is only used for the duration of the transaction and is then deleted from our records.

We take the utmost precaution to keep your credit card information safe and secure. But if you are uncomfortable submitting your credit card information online, you can also contribute to Rare by printing out the online form and mailing it to:

Attn: Donations  
Rare

1310 North Courthouse Road  
Suite 110  
Arlington, VA 22201  
USA

You can also call our offices between 9:00 a.m. and 6:00 p.m., EST at (703) 522-5070.

### **Children's Guidelines**

Rare complies fully with the Children's Online Privacy Protection Act of 1998 (COPPA).

None of the web sites covered by this policy knowingly collect identifiable personal information from children under age 13. If we discover that a person under the age of 13 has provided us with any personally identifiable information, we will delete that information from our systems. We are unable to reply to information requests from children under the age of 13, if so identified. A parent or guardian must initiate any requests for information from children under the age of 13 on their behalf. We encourage parents to supervise children when they browse the Internet. Learn more about COPPA.

### **Spam**

Rare complies fully with the Controlling the Assault of Non-Solicited Pornography and Marketing Act of 2003 (CAN-SPAM Act). To this end, Rare:

- Always offers recipients of e-mail marketing and e-newsletters a clear means of opting-out from the receipt of future messages
- Always includes a link to Rare's physical address within the body of all email messages
- Never uses false or misleading header information in any email message
- Never attempts to deceive email recipients by using deceptive subject lines
- Never uses automated means to harvest email addresses from web sites or web services
- Never generates email addresses using programmatic methods
- Never shares email addresses with any other organizations

### **Questions?**

Rare welcomes comments and questions on this policy. We are dedicated to protecting your personal information, and will make every reasonable effort to keep that information secure.

If you have any questions, please contact us at [info@rare.org](mailto:info@rare.org) or call our offices between 9:00 a.m. and 6:00 p.m. EST at (703) 522-5070.

You can help Rare maintain the accuracy of your information by notifying us of any changes to your address, title, phone number or email address. To update your information, contact us online, or write us at:

Attn: Member Services  
Rare  
1310 North Courthouse Road  
Suite 110  
Arlington, VA 22201  
USA

Any information that you provide to us via the web, email, fax, or mail is covered by this policy.

### **Privacy Policy Updates**

Rare may occasionally update this policy so that it evolves with the rapidly changing technologies employed on the Internet. All revisions will be posted to this web site and any revised Privacy Policy will apply only to data collected subsequent to its effective date.

Last revised: July 31, 2014