

Donor Privacy Policy

BirchBark Foundation Privacy Policy

April 2019

BirchBark Foundation, a 501(c)3 nonprofit ("BirchBark," "we," "us," or "our") operates to serve low-income families and their pets. That goal powers all of the decisions we make, including how we gather and respect personal information. This privacy policy (this "Privacy Policy") exists to be as clear and straightforward as possible, because we know that you ("You," "user," "site user," or "valued user") care about how information you provide to us is used and shared. Our aim is for you — a valued user of our site — to always feel informed and empowered with respect to your privacy on BirchBark.

This Privacy Policy applies to all information received by BirchBark, both online and offline, on any Platform, ("Platform", includes the BirchBark website, mobile applications, social media, and BirchBark-associated linked sites), as well as, any electronic, written, or verbal communications.

Our Commitment to Our Donors ("Donor Privacy Policy")

BirchBark will not sell, share or trade our donors' names or personal information with any other entity. BirchBark will not send mailings to our donors on behalf of other organizations. This Donor Privacy Policy applies to all information received by BirchBark, both online and offline, on any platform (including the BirchBark website, social media pages or mobile applications), as well as, any electronic, written or oral communications. To the extent any donations are processed through a third-party service provider, our donors' information will only be used for purposes necessary to process the donation.

Acceptance of Terms

By visiting BirchBark and/or using our services, you agree to the terms ("Terms") of this Privacy Policy. If you do not agree to this Privacy Policy ("Privacy Policy" or "Agreement"), please do not use the BirchBark website.

The Information We Collect

BirchBark collects information when you visit our website, create an account, edit your account information, or use features on the platform to donate to BirchBark or apply for funding assistance. Some of this information is technical information automatically logged by our servers. Outlined below are the types of information, both directly from you and indirectly through the collection of information by third-party service providers (together, "Partners"), if any, that we specifically collect.

You authorize us to use, store and otherwise process any Personal Information (defined in Section 1 below) which relates to and identifies you, including, but not limited to, your name and address, to the extent reasonably necessary to provide the services which are available through our website, our Partners, successors, assignees, associates, sub-contractors, or other

third parties.

1. Personal Information ("Personal Information")

For purposes of this Privacy Policy, Personal Information means any information or set of information that identifies or could be used by or on behalf of BirchBark, or any of our Partners to identify a natural or legal person. Personal Information does not include information that is encoded, aggregated, anonymized, or publicly available information that has not been combined with non-public Personal Information.

Examples of different purposes for which we may collect Personal Information include, but are not limited to:

- The registration process for registered users;
- Use of areas of the BirchBark website, in which you may be asked to provide certain information about yourself, such as your name, mailing address, e-mail address, username and password, falling under the registration process for registered users ("Registration Process");
- Applications submitted for BirchBark grant or stipend assistance, from which we may collect Personal Information such as your name, billing address, bank statements or other financial information, and e-mail address;
- Donations made directly to BirchBark and to BirchBark made through other resources, such as Facebook, including from which we collect Personal Information such as your name, billing address, and e-mail address, if you have not already provided these details. We collect information about your donation, including the amount of your donation. The Facebook privacy policy can be reviewed here: <https://www.facebook.com/privacy/explanation>
- Donations made to BirchBark using Little Green Light, from which we may collect Personal Information such as your name, billing address, and e-mail address, if you have not already provided these details. We collect information about your donation, including the amount of your donation. Please note that any donations made through Little Green Light are also subject to Little Green Light's privacy policy, which is accessible at <https://www.littlegreenlight.com/terms/#privacy>. We may also collect (but **do not** retain) credit card numbers which are processed by a third-party payment vendor subject to the Payment Card Industry Data Security Standards. By using a third-party vendor, your information is subject to use based on the vendor's terms of service and policies. BirchBark encourages you to review these policies carefully;
- Job applications;
- Surveys. Periodically, BirchBark may invite you to participate in completing online surveys. If you have created a BirchBark account, information we collect from these surveys may be associated with you personally;
- Information received from contacting you regarding your donation(s), the quality of the service, as well as, any potential errors that may have occurred;

- Voluntary submissions to BirchBark requesting information about our services, signing up to receive information from us, or sending us an e-mail;
- E-mail subscriptions. BirchBark may also compile a subscription list to which you voluntarily submit your name, mailing address, and/or email address. The purpose of such a subscription list would be to send you periodic updates to subscribers on matters of interest, provided you will have the ability to opt out of further communications by emailing info@birchbarkfoundation.org.

2. Non-Personal/Other Information

In addition to the Personal Information, we and our Partners may collect additional information that does not personally identify you (“Other Information”). Other Information may include information collected:

a. From Your Activity. Information that we or our Partners may automatically collect when you visit, access, and/or use the Platform, including, but not limited to your IP address, Internet service provider, browser type and language, referring and exit pages and URLs, date and time, amount of time spent on particular pages, which sections of the BirchBark or Partner website you visit, number of links you click while on the Platform, search terms, operating system, general geographic location, and technical information about your mobile device.

b. From Cookies, JavaScript Tags. Information that we or Partners automatically collect using technical methods, including but not limited to cookies (“Cookies”), JavaScript tags, web beacons, pixel gifs, Flash cookies, and other locally stored objects. Cookies are small packets of data that a website stores on your computer’s hard drive so that your computer will “remember” information about your visit. We may use both session cookies (which expire once you close your web browser) and persistent cookies (which stay on your computer until you delete them) to enhance your experience using BirchBark’s website and to allow us and our Partners to collect Other Information. You may be able to disable cookies and/or other locally stored cookies by disabling them in your browser or on your device. Please consult your Internet browser’s documentation for information on how to do this and how to delete persistent cookies. However, if you decide not to accept cookies from us, BirchBark may not function properly. We may use JavaScript tags to trigger a sequence of events that includes viewing a first-party cookie (or setting that cookie if it does not already exist) and to help us tailor and optimize BirchBark.

c. Do Not Track (“DNT”). BirchBark assumes no responsibility for responding to “Do Not Track” web browser signals. Consult external website polices regarding their responses to DNT signals.

Partners

Partners include, but are not limited to:

a. Google Analytics. BirchBark may use Google Analytics, a web analytics service provided by Google, Inc. (“Google”). Google Analytics uses Cookies to help the website analyze

how users interact with the Platform. Other Information generated by the Cookie about your use of the website (including your IP address) will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google. You may refuse the use of Cookies by selecting the appropriate settings on your browser; however, please note that if you do this you may not be able to use the full functionality of this website. By using this website, you consent to the processing of data about you by Google in the manner and for the purposes set out above.

Google Analytics collects information anonymously. It reports website trends without identifying individual visitors. **You can opt out of Google Analytics without affecting how you visit our site.** For more information on opting out of being tracked by Google Analytics across all websites you use, visit [Google Ad Settings](#). 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](#) and the [Google Privacy Policy](#).

b. Veterinary Partners. BirchBark partners with veterinary hospitals in Monterey and Santa Cruz counties ("Veterinary Partners") for the purposes of providing the Services. From time to time, BirchBark may share Personal Information or Other Information with such Veterinary Partners. For a list of BirchBark's Veterinary Partners, please visit: <https://www.birchbarkfoundation.org/veterinarypartners>

c. CareCredit. BirchBark uses CareCredit, a financial credit organization providing financing for treatments and procedures for humans and pets, in order to help qualify applicants for financial assistance from BirchBark. You may review the CareCredit privacy policy at: <https://www.carecredit.com/privacy>

d. ScratchPay. BirchBark uses ScratchPay, an organization providing payment plan options for pet care, in order to help qualify applicants for financial assistance from BirchBark. You may review the ScratchPay privacy policy at: <https://scratchpay.com/legal/privacy>

BirchBark reserves the right to add or delete Partners at any time, at BirchBark's sole discretion, subject to the terms of the Partner's privacy policy.

Search Engines and Other Sites

Search engines and other sites not affiliated with BirchBark, such as archive.org or google.com, may crawl BirchBark's site and make available to the public publicly-available content and postings from the site. The site may also contain links to other websites. BirchBark is not responsible for the privacy practices of such other websites. BirchBark encourages its visitors and users to be aware of such search engines and other sites when they leave the site and to read the privacy statement of each website they visit.

How We Use and Share the Information

We use Personal Information and Other Information to provide you services, process your donations, solicit your feedback, inform you about our services, personalize communications and fundraising appeals that we believe will be of interest to you, and to improve our services to you.

We may also use and/or share Personal Information, Other Information, and user content as described below:

- All of your user content on the Platform will be publicly viewable and shareable by other users both within and outside the Platform.
- We may employ other companies and individuals to perform functions on our behalf. Examples may include providing technical assistance and customer service. These other companies will have access to Personal Information and Other Information only as necessary to perform their functions and to the extent permitted by law.
- In an ongoing effort to better understand visitors to our site and our products and services, we may analyze Other Information in aggregate form in order to operate, maintain, manage, and improve our services. This aggregate information does not identify individuals personally. We may share this aggregate data with our affiliates, agents, and business partners. We may also disclose aggregated user statistics in order to describe our products and services to current and prospective business partners and to other third parties for other lawful purposes.
- We may use Veterinary Partners logos, marks, mission statements, or other identifiers provided by a Veterinary Partner in the normal course of BirchBark business.
- As we develop our businesses, we might sell or buy businesses or assets. In the event of a corporate sale, merger, reorganization, sale of assets, dissolution, or similar event, the Personal Information and Other Information may be part of the transferred assets.
- To the extent permitted by law, we may also disclose the Personal Information and the Other Information: (i) when required by law, court order, or other government or law enforcement authority or regulatory agency; or (ii) whenever we believe that disclosing such information is necessary or advisable, for example, to protect the rights, property, or safety of BirchBark or others.

Accessing and Modifying Information and Communication Preferences

Upon request, BirchBark will grant individuals reasonable access to Personal Information that we and our agents hold about them. For example, visitors to the Platform who have provided Personal Information to us may review and/or make changes to the same by contacting BirchBark. In addition, individuals may manage their receipt of marketing communications by emailing info@birchbarkfoundation.org. We will use commercially reasonable efforts to process such requests in a timely manner. You should be aware, however, that it is not always possible to completely remove or modify information in our subscription databases.

How We Protect the Information

We take commercially reasonable steps to protect Personal Information and Other Information from loss, misuse, and unauthorized access, disclosure, alteration, or destruction. Please understand, however, that no security system is impenetrable. We cannot guarantee the security of our databases, nor can we guarantee that the information that you supply will not be intercepted while being transmitted to and from us over the Internet. In particular, e-mail sent to or from the Platform and online forms may not be secure, and you should, therefore, take special care in deciding what information you send to us via e-mail or through online forms.

Important Notices to Non-U.S. Residents

Our Platform and our servers are operated in the United States. If you are located outside of the United States, please be aware that any Personal Information you provide to us will be transferred to the United States. By using the Platform and by providing us Personal Information in any manner, you consent to this transfer and our use of the information and data provided by you in accordance with this Privacy Policy.

If you have any questions regarding this Privacy Policy, please contact us as described in the “How to Contact Us” section below. We will investigate your question, respond to your inquiry, and attempt to resolve any concerns regarding your privacy question.

Links to External Websites

BirchBark’s website or any externally-facing communications from BirchBark (from any Platform, online or offline, verbal, written, or electronic) may contain links to third-party websites. BirchBark has no control over the privacy practices or the content of those websites and is therefore not responsible for the content or the privacy policies of those third-party websites. You should check the applicable third-party privacy policy and terms of use when visiting any other websites.

Children

We do not knowingly collect Personal Information from children under the age of 13 through our services. If you are under 13, please do not give us any Personal Information. We encourage parents and legal guardians to monitor their children’s Internet usage and to help enforce our Privacy Policy by instructing their children to never provide Personal Information through our services without their permission. If you have reason to believe that a child under the age of 13 has provided Personal Information to us, please contact us, and we will endeavor to delete that information from our databases.

California Residents

It is BirchBark’s policy not to disclose any Personal Information we collect to third parties for direct marketing purposes under any circumstances. However, California law requires that all California residents be afforded the option to exercise your choice of whether your Personal Information may be shared with third parties for direct marketing purposes or not, as well as, to receive information specified by law if your Personal Information is disclosed to third parties

for direct marketing purposes. Accordingly, if you are a California resident and you wish to inform BirchBark whether you permit or refuse the sharing of your Personal Information with third parties for direct marketing purposes, or if you wish to request certain information if your Personal Information were to be disclosed to third parties for direct marketing purposes, please contact us as described in the “How to Contact Us” section below.

Changes to This Privacy Policy

This Privacy Policy is effective as of the date stated at the top of this Privacy Policy. We may change this Privacy Policy from time to time. Please be aware that, to the extent permitted by applicable law, our use of the Personal Information and Other Information is governed by the Privacy Policy in effect at the time we collect the information. Please refer back to this Privacy Policy on a regular basis.

How to Contact Us

If you have questions about this Privacy Policy, please contact BirchBark via:

- e-mail at info@birchbarkfoundation.org with “PRIVACY POLICY” in the subject line; or
- postal mail to: Privacy Administrator, BirchBark Foundation, 101 Cooper Street, Santa Cruz, CA 95060

Our intent is to promptly reply to every message we receive. This information is used to respond directly to your questions or comments. We also may file your comments to improve our services in the future.