

Privacy Notice

Last modified: August 7, 2019

Introduction

The International Rhino Foundation ("**IRF**") respects your privacy and is committed to protecting it through our compliance with this Online Privacy Notice ("**Privacy Notice**"). IRF is dedicated to the survival of the world's rhino species through conservation and research. IRF is a charitable organization registered in the United States with registration number 75-2395006.

This Privacy Notice describes the types of information we may collect from you or that you may provide when you visit IRF's websites at www.rhinos.org and www.teamrhino.org, IRF's social media pages, and when you interact with IRF's other online marketing efforts like emails, texts, surveys, and other electronic and online communications (collectively, the "**IRF Online Properties**"), the information that we may collect from third parties like social media service providers and our third-party vendors and partners, and the information that we may collect from you offline, including through sweepstakes, charitable donations, and surveys. This Privacy Notice also describes our practices for collecting, using, protecting, and disclosing your personal information.

Please read this Privacy Notice carefully to understand our policies and practices regarding your personal information and how we will treat it. If you do not agree with our policies and practices, you must not access, use, or interact with the IRF websites or other IRF Online Properties or provide your personal information to IRF through offline contact you may have with IRF.

This Privacy Notice may change from time to time (see [Changes to Our Privacy Notice](#)).

Children Under the Age of 16

The IRF Online Properties are not intended for children under 16 years of age. We do not knowingly collect personal information from children under 16. If you are under 16, do not use or provide your personal information to any IRF Online Property. If we learn we have collected or received personal information from a child under 16 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 16, please contact us (see [Contact Us](#)).

Information We Collect About You and How We Collect It

The following section describes the types of personal information we collect as a charitable organization and how this information is collected.

1. Information You Provide to Us

When you engage with IRF Online Properties or interact with IRF offline, you may provide information to us, including personal information. The personal information you provide to us may include: your name, postal address, company/business details, social media username, email

address, telephone number, age, gender, preferences and interests, as well as financial information such as your bank, debit card, or credit card details when processing a membership application, donation or purchase. If you are based in the UK or other international jurisdictions, it could also include your taxpayer status for claiming Gift Aid and employer details.

Examples of times where you might provide us with personal information may include:

- registering for our website or events;
- subscribing to our emails and newsletters;
- entering a contest, sweepstake or promotion sponsored by us;
- reporting a problem with or submitting a query through the IRF Online Properties;
- responding to surveys that we might ask you to complete for research purposes;
- making a donation or adopting a rhino; and
- purchasing a product from our online shop.

2. Information We Collect Automatically

As you navigate through and interact with the IRF Online Properties, we may collect certain personal information automatically from your device, including:

- details of your visits to the IRF Online Properties, including traffic data, location data, usage data, logs and page views; and
- information about your computer and internet connection, including your IP address, device type, operating system, browser type and other technical information.

We may also collect personal information about your online activities on the IRF Online Properties and across third-party websites or other online services (known as "behavioral tracking"). Some internet browsers may be configured to send "Do Not Track" signals to the online services that you visit. There is no consensus among industry participants as to how "Do Not Track" should be interpreted, nor are there common or accepted industry standards for implementation. As a result, like many websites and online services, the IRF website and other IRF Online Properties do not alter their practices when they receive a "Do Not Track" signal from a visitor's browser, and your activities will be tracked even if you have opted to enable the "Do Not Track" offered by your browser. To find out more about "Do Not Track," please visit "All About Do Not Track" (<https://allaboutdnt.com/>).

Some of this information may be collected using cookies and similar tracking technologies. For further information about the types of cookies and similar tracking technologies we use, why, and how you can control these tracking technologies, please see our [Cookie Notice](#).

3. Information We Obtain From Third Parties

We may receive personal information about you from third parties in order to provide you with information or services you have requested, to tailor content, to improve our IRF Online Properties, and to offer you opportunities to become involved in activities that we believe may interest you. We may combine the information we receive from third-party sources with information we collect

through the IRF Online Properties and with information we collect through offline contacts, and in those cases, we will apply this Privacy Notice to the combined information.

We do this as it helps us to improve the IRF Online Properties and to deliver a better and more personalized service, including by enabling us to:

- estimate our audience size and usage patterns;
- store information about your preferences, allowing us to customize the IRF Online Properties according to your individual interests;
- speed up your searches; and
- recognize you when you return to the IRF Online Properties.

We may collect personal information about you through your use of social media such as Facebook, Instagram, Pinterest, Flickr, YouTube, and Twitter (“**Social Networking Features**”). Examples of Social Networking Features include enabling you to “like” or “share” content from the IRF Online Properties or to “like” or “share” our page on a third-party service or to automatically or selectively show your social media posts/tweets on the IRF Online Properties. If you choose to share content or to otherwise post information through the IRF Online Properties to a third-party site or service, or vice versa, that information may be publicly displayed. Similarly, if you post information on a third-party platform that references IRF, for example, by using a Twitter hashtag associated with IRF in your Tweet, your post may be published on the IRF Online Properties. To change your settings on these services and/or for information on the collection, usage, sharing and storage of your information by these services, please refer to each social media service provider’s privacy policy.

We may also obtain information about individuals who may be interested in making major gifts to charities and organizations like IRF through publicly-available information, including newspaper or other media coverage, open postings, social media, and services that aggregate data on charitable giving.

How We Use Your Information

We use information that we collect about you or that you provide to us, including any personal information:

- to present the IRF Online Properties and its contents to you,
- to personalize your experience by tailoring content, recommendations, and opportunities we display to you, both on the IRF Online Properties and elsewhere online.
- to protect the integrity of the IRF Online Properties;
- to contact you for IRF’s own market research purposes;
- to create your IRF account or profile;
- to process donations or purchases. If you are making a donation or purchase, you will be transferred to our authorized payment processor and be asked for credit card or debit card information in order to complete your purchase (see **Payment Processing**). Similar information may be submitted to us on an order form or registration form;

- to provide you with information, products, or services that you request from us, including responding to your questions, complaints or comments,
- to provide you with information, opportunities, products, or services that we believe will interest you, including opportunities to donate and other special opportunities from us and our third-party partners;
- to allow you to participate in interactive features on the IRF Online Properties;
- for internal purposes such as to improve the IRF Online Properties, products, and services and to analyze the effectiveness of our advertisements and marketing communications;
- to administer and process contests, sweepstakes, promotions, and surveys; and
- in any other way we may describe when you provide the information.

Who does IRF share my personal information with?

We may disclose your personal information to the following categories of recipients:

- To **contractors, third party service providers, and partners we use to support our charitable operations**, or who otherwise process personal information for purposes that are described in this Privacy Notice (or notified to you when we collect your personal information). Examples of this include: donation collection, data analytics, administering our marketing and fundraising endeavors, administering promotions, contests and sweepstakes and providing technical services for the IRF Online Properties. Such companies may have access to your personal information and other information about you if needed to perform certain functions on IRF’s behalf. However, these companies are only authorized by IRF to use such information for the sole purpose of performing certain functions for IRF and may not use it for any other purpose.

For example, we may use analytics service providers like Google Analytics and/or Adobe analytics and advertisement software to improve the IRF Online Properties. To learn more about how Google uses data, visit <https://policies.google.com/privacy/partners>. For opt-out options specific to Google Analytics, please visit <https://tools.google.com/dlpage/gaoptout>. To learn more about how Adobe uses data, visit <http://www.adobe.com/privacy/advertising-services.html>. For opt-out options specific to Adobe’s software, please visit <https://www.adobe.com/privacy/opt-out.html>. Please note that these third-party advertising companies may still collect information from you and opting out through these mechanisms does not opt you out of being served advertising. You will continue to be served generic ads while online or on your device;

- In the event **IRF undergoes a transition** (such as a merger, acquisition, or bankruptcy) or forms a strategic alliance, your personal information and other information about you may be among the assets transferred or shared to an actual or potential buyer or alliance partners (and its agents and advisers), provided that we inform the buyer or alliance partner that it must use your personal information only for the purposes disclosed in this Privacy Notice;
- To **comply with any court order, or applicable law or regulation**, including to respond to any request from a competent law enforcement body, government agency or regulator.

- If you give us an email address to use the "**email a friend**" feature of the IRF Online Properties, we will transmit the contents of that email and your email address to the recipients;
- If we believe disclosure is necessary (i) to **exercise, establish or defend our legal rights**, or (ii) to **protect your vital interests and/or those of any other persons**. This includes exchanging information with other companies and organizations for the purposes of fraud protection and credit risk reduction.
- To **any other person** with your consent to the disclosure.

Payment Processing

IRF uses Cardpointe to process credit and debit card payments made through the IRF Online Properties and to store associated payment data. IRF does not directly collect such credit or debit card information. When you make a purchase or online donation, Cardpointe only shares non-credit/debit card information with IRF. For further details about Cardpointe's privacy practices, please consult Cardpointe's privacy and security policies directly, which can be found at <https://cardconnect.com/privacy-policy>. For donations made offline, IRF may directly collect your credit/debit card or bank information for processing payments; however, IRF then enters that information into a CRM system for purposes of processing your donation. This CRM system is provided by Salsa Labs, Inc. The CRM system only stores this information if you have opted to make a recurring donation. For further details about Salsa Labs, Inc.'s privacy practices, please consult its privacy and security policies directly, which can be found at <https://www.salsalabs.com/privacy-shield-privacy-policy>.

International Data Transfers

Your personal information may be transferred to, and processed in, countries other than the country in which you are resident. These countries may have data protection laws that are different than the laws of your country and, in some cases, may not be as protective.

Specifically, our Website servers and other IRF Online Properties are hosted in the United States, and our third party service providers and partners operate in the United States and in other countries around the world. This means that when we collect your personal information we may process it in any of these countries.

However, we have taken appropriate safeguards to require that your personal information will remain protected in accordance with this Privacy Notice.

Data Security

We use appropriate technical and organizational measures to protect the personal information that we collect and process about you. The measures we use are designed to provide a level of security appropriate to the risk of processing your personal information. For example, we restrict access to our donor information management database to personnel with a legitimate business need to

access or modify the information contained therein. Unfortunately, the transmission of information via the internet is not completely secure and no system can be guaranteed 100%. Although we do our best to protect your personal information, we cannot guarantee or warrant the security of your personal information.

Data Retention

We retain personal information we collect from you where we have an ongoing legitimate business need to do so (for example, to provide you with a service you have requested or to comply with applicable legal, tax or accounting requirements).

When we have no ongoing legitimate business need to process your personal information, we will either delete or anonymize it or, if this is not possible (for example, because your personal information has been stored in backup archives), then we will securely store your personal information and isolate it from any further processing until deletion is possible.

Donor Lists

Our donor lists are not for sale. For more information on how IRF's practices for collecting, using, protecting and disclosing donor information, please see our **Donor Privacy Notice**.

Links to Other Sites and Online Properties

We may offer links to social media sites and websites that are not operated by IRF (such as those listed above under "**Social Networking Features**"). These links are intended to provide you with additional information about IRF and different avenues through which you can engage in discussions about the activities of IRF or other organizations that work to save the world's rhino populations. Please note that IRF is not responsible for and does not control the information collection, usage, or disclosure practices of the third-party operators or owners of these social media sites or websites. We strongly encourage you to review and understand their privacy practices and policies before using their social media sites or websites, and certainly before providing any personal information to them. We are not responsible for the content or information of these social media sites or websites, and products or services offered through them, or any other use of linked social media sites or websites.

Accessing and Correcting Your Information and Changing your Preferences (USA visitors only)

To the extent required by applicable law, IRF provides you with reasonable access to the personal information that you provide to IRF and provides you with the ability to review, correct, or delete the personal information we have about you. We will work to comply with your request as soon as reasonably practicable. Note, however, that we may keep information you update or change for IRF's administrative purposes. Also, it is not always possible to completely remove or delete all of your information from our databases, and residual data may remain on backup media or for other reasons. Furthermore, we may decline requests that are unlawful, unduly repetitive, jeopardize the privacy of others, or for which access is not required by law. Finally, we are not

responsible for removing or deleting information from the databases of third parties (such as service providers) with whom we have shared information about you.

If you do not wish to have your email address/contact information used by IRF to promote IRF's mission or its products or services, you can opt-out by checking the relevant box located on the form on which we collect your data or clicking the unsubscribe link at the bottom of our newsletter/emails. If you would like to change your preferences for communications from us, you can let us know by contacting us via email (see **Contact Us**). However, please note that even if you opt-out of receiving marketing communications or donor requests, we reserve the right to send you certain communications relating to your use of the IRF Online Properties, notices of changes to this Privacy Notice or other IRF Online Property policies or other administrative or transactional messages. These communications, notices, and messages may be unaffected if you choose to opt-out from marketing communications.

Legal Basis for Processing Personal Information (EEA visitors only)

If you are an IRF Online Properties visitor from the European Economic Area ("EEA"), our legal basis for collecting and using the personal information described above will depend on the personal information concerned and the specific context in which we collect it.

However, we will normally collect personal information from you only (i) where we need the personal information to perform a contract with you, (ii) where the processing is in our legitimate interests and not overridden by your rights, or (iii) where we have your consent to do so. In some cases, we may also have a legal obligation to collect personal information from you or may otherwise need the personal information to protect your vital interests or those of another person.

If we ask you to provide personal information to comply with a legal requirement or to perform a contract with you, we will make this clear at the relevant time and advise you whether the provision of your personal information is mandatory or not (as well as of the possible consequences if you do not provide your personal information).

If we collect and use your personal information in reliance on our legitimate interests (or those of any third party), this interest will normally be to operate our platform and communicating with you as necessary to provide our services to you and for our legitimate commercial interest, for instance, when responding to your queries, improving our platform, undertaking marketing, or for the purposes of detecting or preventing illegal activities. We may have other legitimate interests, and if appropriate, we will make clear to you at the relevant time what those legitimate interests are.

If you have questions about or need further information concerning the legal basis on which we collect and use your personal information, please contact us using the contact details provided under the heading **Contact Us** below.

Your Data Protection Rights (EEA visitors only)

If you are a resident of the EEA, you have the following data protection rights:

- If you wish to **access, correct, update or request deletion** of your personal information, you can do so at any time by contacting us using the contact details provided below.
- In addition, you can **object to processing** of your personal information, ask us to **restrict processing** of your personal information or **request portability** of your personal information. Again, you can exercise these rights by contacting us using the contact details provided below.
- You have the right to **opt-out of marketing communications** we send you at any time. You can exercise this right by clicking on the “unsubscribe” or “opt-out” link in the marketing e-mails we send you. If you would like to change your preferences for communications from us, you can let us know by contacting us via email. However, please note that even if you opt-out of receiving marketing communications or donor requests, we reserve the right to send you certain communications relating to your use of the IRF Online Properties, notices of changes to this privacy policy or other IRF Online Property policies or other administrative or transactional messages. These communications, notices, and messages may be unaffected if you choose to opt-out from marketing communications.
- Similarly, if we have collected and process your personal information with your consent, then you can **withdraw your consent** at any time. Withdrawing your consent will not affect the lawfulness of any processing we conducted prior to your withdrawal, nor will it affect processing of your personal information conducted in reliance on lawful processing grounds other than consent.
- You have the **right to complain to a data protection authority** about our collection and use of your personal information. For more information, please contact your local data protection authority. Contact details for data protection authorities in the European Economic Area are available [here](#).

We respond to all requests we receive from individuals wishing to exercise their data protection rights in accordance with applicable data protection laws.

Changes to Our Privacy Notice

We may update this Privacy Notice from time to time in response to changing legal, technical or business developments. When we update our Privacy Notice, we will take appropriate measures to inform you, consistent with the significance of the changes we make. We will obtain your consent to any material Privacy Notice changes if and when this is required by applicable data protection laws.

Contact Us

To ask questions or comment about this Privacy Notice and our privacy practices, contact us at:

International Rhino Foundation

201 Main Street, Suite 2600
Fort Worth, TX 76102
info@rhinos.org
540-465-9595

If you are based in the EEA, International Rhino Foundation is the controller of your personal information.