

# World Parrot Trust

## Privacy Policy

*Last revised May 15, 2018.*

This privacy policy was created to inform you about the type of information gathered and disseminated on this and all related World Parrot Trust websites. Visitors to [www.parrots.org](http://www.parrots.org) and all related sites are guaranteed privacy.

### Related Sites

Web sites directly related with [www.parrots.org](http://www.parrots.org) and governed by this privacy policy are:

- World Parrot Trust: [www.worldparrottrust.org](http://www.worldparrottrust.org)
- PollyVision: [www.pollyvision.org](http://www.pollyvision.org) | [www.pollyvision.com](http://www.pollyvision.com)
- PsittaScene: [www.psittascene.com](http://www.psittascene.com) | [www.psittascene.org](http://www.psittascene.org)
- Online Stores: [www.store.wptestore.com](http://www.store.wptestore.com) | [www.estore.parrots.org](http://www.estore.parrots.org)
- Lory Conservation Network: [www.savelories.org](http://www.savelories.org) | [www.savelories.com](http://www.savelories.com)

### Measuring Audiences

The only information we collect from a normal web site visit is the name of your internet service provider, the browser and type of machine you are using, the pages you request and the date and time you request them and the web site that referred you to us. We use this information to generate statistics and measure site activity to improve the usefulness of the site to our visitors.

### IP Address

Your IP (Internet Protocol) address is used to gather broad demographic information. WPT logs IP addresses and browser types for systems administration purposes. These logs are analyzed to constantly improve the value of the materials available on this website. Your IP address also helps us diagnose problems with our server and administer the Web site. IP addresses do not provide us with any identifiable personal information. This means your session will be tracked, but you will remain anonymous to us.

### Cookies

Like many other websites, we use cookies to better understand how our site is used, to make sure our information and dynamic content are served correctly, and to improve the performance of our site for our users, particularly the way search pages are delivered. WPT does not use cookies to retain personal information about our users, and we do not sell information about our traffic patterns. Aggregated site usage data may be provided to our sponsors and underwriters.

### **Submitting Personal Information**

The World Parrot Trust may collect email addresses and other personally identifiable data about visitors when such data is voluntarily submitted to [www.parrots.org](http://www.parrots.org) or its related sites. We collect, use and disclose personal information only for purposes that a reasonable person would consider appropriate. Regularly, our members are given opportunities to choose how often and in what way they wish to hear from us. At any time, our supporters are able to opt out of receiving communication material.

As part of our commitment to ensuring the privacy of our visitors, the World Parrot Trust does not sell or exchange names or any other personally identifiable information about our online visitors and members.

We may however provide personal information to third parties on a completely confidential basis to enable such third parties to perform certain tasks, such as maintain a membership database or send email alerts and/or newsletters, on our behalf. These third party providers are committed to protecting the privacy of our members and subscribers, and will utilize your information only to provide the services that we contract for.

Some of the functions of our site also require registration of personal information. We use this information to make these functions more effective and provide participants with additional information about parrot conservation and related welfare issues. We may share aggregate information about website usage and traffic patterns, stripped of any personally identifiable information, to third parties to comply with various reporting obligations and for business or marketing purposes. All such information is collected and stored in a manner appropriate to the nature of the data.

### **Social Media**

Communication, engagement and actions taken through external social media platforms that this website and its owners participate on are subject to the terms and conditions as well as the privacy policies held with each social media platform respectively.

This and related websites may use social sharing buttons which help share web content directly from web pages to the social media platform in question. Users are advised before using such social sharing buttons that they do so at their own discretion and note that the social media platform may track and save your request to share a web page respectively through your social media platform account.

### **Email Communication**

WPT strongly observes anti-SPAM and GDPR practices in its email outreach programs. All personal details relating to email communications and memberships are held securely, and no personal details are passed on to third parties nor shared with companies / people outside of the organization that operates this website. You may request a copy – or deletion – of the personal information held about you by the organization by writing the address at the bottom of this policy.

Email sent by this website or its owners may contain tracking facilities within the actual email. Activity is tracked and stored in a database for future analysis and evaluation. Such tracked activity may include; the opening of emails, forwarding of emails, the clicking of links within the email content, times, dates and frequency of activity, etc. This information is used to refine future communications and supply the user with more relevant content based around their activity.

Subscribers are given the opportunity to un-subscribe at any time through an automated system, or by writing the business address at the bottom of this policy. The automated process is detailed at the footer of each email message.

### **Children's Guidelines**

For website users under 18, please be sure to obtain your parent's or guardian's permission before you send any information about yourself (your name, address, e-mail address, etc.) to us or anyone else over the Internet.

None of the websites 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 get involved with their children's online usage and to be aware of the activities in which they are participating.

### **Privacy Policy Changes**

The World Parrot Trust may amend this privacy policy from time to time. We maintain the option to change this Privacy Statement at any time by electronic notice posted on our website. Your continued use of our website after the date that such notices are posted will be deemed to be your agreement to the changed terms.