

# AAVS Privacy Policy

**Effective Date: 02/04/25**

## 1. INTRODUCTION

We at the American Anti-Vivisection Society (“AAVS,” “we,” “us,” or “our”) place great value on our relationships with our members and supporters (“supporters”). We are committed to protecting the privacy and security of our supporters’ personal information. We may share your information with other organizations in limited ways (see below), but we will never sell or rent your data. *If you opt out, or if you have already opted out of data sharing, you may be assured that we will not share your data.* We are sensitive to concerns about data privacy, and we invite you to contact us as described below in section 10.

This Privacy Policy explains how we collect, use, share, and protect your information, including participation in a cooperative database, while ensuring compliance with applicable data protection laws.

## 2. INFORMATION WE COLLECT

Depending on how we interact with you (e.g., via print mailings, emails, or through the website), we may collect the following types of information:

- **Contact Information:** Name, postal address, email address, and phone number.
- **Transaction Data:** Donation history, including dates, amounts, and payment methods (excluding sensitive financial information like bank account numbers and credit card details).
- **Source Data:** Information about how donations were made; e.g., through direct mail, online, event, social media).
- **Website Usage Data:** Information collected through cookies and similar tracking technologies, including IP addresses, browser type, and browsing behavior.

## 3. HOW WE USE YOUR INFORMATION

We use your information to:

- Process and manage supporter transactions and receipts.
- Communicate updates, appeals, and relevant information.
- Improve our fundraising efforts through analytics and cooperative database participation.
- Ensure compliance with applicable laws and regulations.
- Enhance website functionality and user experience through cookies and tracking technologies.

## 4. PARTICIPATION IN A COOPERATIVE DATABASE

To enhance our outreach and fundraising efforts, we participate in a cooperative database managed. A cooperative database enhances privacy by allowing organizations to share only necessary data while maintaining control over sensitive information through decentralization, selective access, and regulatory compliance.

- **Data Sharing:** We may share data such as contact details and donation history with the cooperative database. However, if your contact details do not already appear in the existing cooperative database, then your data will not be shared.
- **Restrictions on Use:** The cooperative database provider aggregates and anonymizes data to improve marketing effectiveness for nonprofit organizations.
- **Data Protection:** We do not share financial account details, government-issued identification numbers, or health-related information.
- **Opt-Out Option:** Supporters can opt out of data sharing by contacting us as described below in section 10 and requesting to opt out.

## 5. USE OF COOKIES AND TRACKING TECHNOLOGIES

We use cookies and similar tracking technologies to enhance your experience on our website. Cookies help us:

- Remember user preferences and settings.
- Analyze website traffic and trends.
- Deliver targeted content and advertisements.

In order to opt out of cookies and tracking technology, you can manage your cookie preferences through your browser settings, and you will still have access to our full website.

## 6. DATA SECURITY AND RETENTION

We implement technical, administrative, and physical security measures to protect personal information from unauthorized access, use, or disclosure. We retain data only as long as it is reasonably necessary to fulfill the purposes outlined in this policy or as required by law.

## 7. THIRD-PARTY SHARING AND COMPLIANCE

We do not sell or rent personal information to third parties. Limited sharing may occur with:

- **Like-Minded Nonprofit Organizations:** In order to reach out to new potential supporters, we sometimes allow like-minded organizations to send a mailing to our supporters in exchange for their allowing us to send a mailing to their supporters. We do not share our supporters' contact information directly with the other organizations. Supporters can opt out of this exchange by contacting us as described below in section 10 and requesting to opt out.
- **Service Providers:** Third-party vendors assisting with data processing, communications, and security.
- **Legal Compliance:** When required by law, regulatory authorities, or court orders.

## 8. YOUR RIGHTS

- **Right to Know:** You can request that we disclose to you: (1) the categories and/or specific pieces of Personal Information we have collected about you, (2) the categories of sources for that Personal Information, (3) the purposes for which we use that information, (4) the categories of third parties with whom we disclose the information, and (5) the categories of information that we disclose to third parties. You can make a request to know up to twice a year, free of charge.
- **Right to Delete:** You can request that we delete Personal Information we collected from you and tell our service providers to do the same, subject to certain exceptions (such as if the business is legally required to keep the information).
- **Right to Correct:** You may ask us to correct inaccurate information that we have about you.
- **Right to Opt-Out of Sharing:** You may request that we stop sharing your Personal Information ("opt-out"). We cannot share your Personal Information after we receive your opt-out request unless you later provide authorization allowing us to do so again.
- **Right to Limit Use and Disclosure of Sensitive Personal Information:** We do not collect Sensitive Personal Information such as financial account numbers, your precise geolocation data, or any genetic or health information data. In the event that we do collect such information, you can direct us to only use your Sensitive Personal Information for limited purposes.
- **Right to Non-Discrimination:** We will never provide a different level of services to you just because you exercised your rights under this policy.

To exercise these rights, please contact us as described below in section 10.

## 9. CHANGES TO THIS POLICY

We may update this Privacy Policy periodically. Any changes will be posted on our website with an updated effective date.

## 10. CONTACT INFORMATION

We are sensitive to concerns about data privacy, and, if you have any questions or concerns about this Privacy Policy or your data rights, we invite you to contact us:

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