



AOS PRIVACY POLICY

The American Orchid Society (“AOS”) is committed to protecting your privacy. This Privacy Policy, which is part of our Terms of Use, describes the information we collect through our website, www.aos.org (the “Site”), how we use and share it, and how you can make choices about our use of that information.

Please note that this Privacy Policy may be amended from time to time, so please check back regularly. By using the Site after we have posted an updated Privacy Policy, you agree to that updated Privacy Policy.

By using the Site, you consent to our collection, use, and sharing of information as described in this Privacy Policy.

Information We Collect

Information You Provide to Us

You can browse the Site without submitting any personally identifiable information (“Personal Information”) to us. We collect Personal Information, such as your name, email address, mailing address, and other information, when you voluntarily provide it to us. Below are the most common ways in which you would provide your Personal Information:

- When you register to become a member
- When you make a donation to AOS
- When you make a purchase through the Site
- When you register for and/or participate in our programs, activities, initiatives, and events
- When you apply for a grant (conservation, education, or research)
- When you contact us to request information or assistance
- In conjunction with any other place on the Site where you knowingly volunteer Personal Information

Information Automatically Collected

We may also collect information about users when you interact with the Site. This includes the IP address of the device you use to access the Site, the browser type, the time and date of visits to the Site, and the pages you viewed. We may use this information to analyze how visitors use our Site so we can improve the quality of the information and services we provide.

We do not use information automatically collected by the Site to identify visitors individually except in circumstances where we may deem it necessary in connection with legal process or to protect our rights or the rights of a third party as further described below.

How We Use Your Information

We or our third-party service providers (each, a “Service Provider,” together, “Service Providers”) may use your Personal Information for the following purposes:

- To provide you access to members-only features of the Site
- To send you information about news, events, or information that we think may be of interest to you
- To respond to inquiries from you and communicate with you
- To solicit donations
- To promote, market or advertise our products
- To ensure and improve the quality of our Site
- To notify you about substantive changes to our privacy practices
- To detect, investigate, and protect against any activities that may violate our policies or the law and to establish, defend against, or enforce any related claims

How We Share Your Information

We do not rent or sell your Personal Information to any third parties.

We may share your Personal Information with our AOS affiliate societies. We may also share your Personal Information with our Service Providers that help us operate and provide services in connection with the Site.

We may use independent contractors or consultants to perform services for AOS. These individuals and entities may have access to Personal Information only as needed to perform their functions and are contractually obligated to maintain the confidentiality of any Personal Information collected from the Site.

We also reserve the right to disclose and use Personal Information and other information in special circumstances, including to enforce this Privacy Policy or any other part of our Terms, to comply with legal process or law enforcement, to address actual or suspected illegal activity, to protect our property or rights, to protect the rights and safety of anyone,

or for other reasons we determine in good faith are necessary, appropriate, or required by law. If we ever merge with, are acquired by, or otherwise consolidate with another organization, Personal Information may be transferred along with our other assets.

Donor Privacy

AOS values and respects the privacy of its donors. As with all other Personal Information, we do not share, loan, trade, rent, or sell our donor information to any other organization (except our local affiliate Societies or Services Providers as described above), nor will we send mailings to our donors on behalf of any other organization.

We maintain historical records of donor giving histories for certain types of gifts. This information is gathered so AOS can properly acknowledge gifts for IRS purposes and is also used by AOS to analyze giving histories.

Any online donations to AOS are processed by our Service Provider through a Third-Party Site and subject to the Third-Party Site's privacy practices and terms of use. AOS does not collect or store any credit card numbers.

This section applies to donations and donor information received online or offline.

Cookies

We or our Service Providers may collect information through cookies, web beacons, pixel tags, clear gifs or similar technologies, which are small data files placed on your computer. For example, cookies are used to maintain your account login and anonymously track a user across a web session on the Site. You are not required to accept cookies from the Site. Your web browser allows you to disable the cookies function or delete existing cookies. However, if you disable cookies, you may not be able to access certain features on the Site.

The Site uses Google Analytics, a third-party website analytics tool that collects automated information about visitor traffic. The information collected by Google Analytics is transmitted to and stored by Google and is subject to Google privacy policies. You can learn more about how to opt out of Google Analytics here [<https://tools.google.com/dlpage/gaoptout>].

Third-Party Web Sites

The Site may contain links to third-party web sites ("Third-Party Sites"). Third-Party Sites may collect information about you when you interact with them through links on our Site. If you follow any link to a Third-Party Site, you should review those sites' privacy policies to find out how they protect your privacy. We are not responsible for Third-Party Sites or their privacy practices.

Social Media Features

The Site may include links to social media, such as Facebook, which are subject to our policies regarding Third-Party Sites, above.

We also use the Facebook Pixel on the Site. This is a cookie on our Site that allows AOS to measure, optimize, and build audiences for Facebook ad campaigns. Data are collected by Facebook and subject to Facebook's privacy policy [Link to <https://www.facebook.com/about/privacy>]. To opt out, please go to: www.facebook.com/ads/preferences.

Record Retention

We will keep your Personal Information for as long as we need it, or as otherwise prescribed by law, for the purposes set out in this Privacy Policy.

Security

We use reasonable efforts to safeguard your Personal Information. All e-commerce, member login, and donation traffic on the Site is encrypted. Of course, no transmission over the Internet can be guaranteed to be 100% secure, so you provide your Personal Information at your own risk.

Location of Servers and Transfer of Information

Information collected through the Site will be accessed and processed in the United States. In addition, your information may be transferred outside the United States by our Service Providers with locations in other countries. By using the Site and providing your Personal Information to us, you consent to this transfer and to the collection, storage, processing and use of your Personal Information both within and outside of the United States.

Your Choices Regarding Our Use of Your Personal Information

If you are an AOS member, you may review, update, or correct the information we have for you by logging in and viewing your information in your membership profile on the main webpage. If you no longer wish to receive communications from us, please email membership@aos.org with your member ID with the subject line "Opt-Out." You can also unsubscribe by clicking on the "unsubscribe" button in any email communication you receive from us. When you unsubscribe, you are opting out of all communications including mail solicitations.

Do Not Track (DNT) Requests

Some browsers have incorporated Do Not Track ("DNT") preferences. As there is not yet an industry-standard DNT protocol on how to interpret DNT signals, we do not honor DNT

signals from browsers at this time. However, you may refuse or delete cookies to prevent some tracking activities.

Children

The Site is directed at an adult audience and we do not knowingly collect information from or about children. If you are a parent or guardian and discover that your child under 13 may have provided personal information through the Site, please contact us at membership@aos.org.

Changes to this Privacy Policy

AOS reserves the rights to modify this Privacy Policy from time to time without notice to you. If we make substantial material changes to our Privacy Policy, we will notify you. AOS may update this Privacy Policy by posting a new version on this webpage.

Contact Us

For any questions you may have about this Privacy Policy or our data practices please email membership@aos.org.

Approved by the Board of Trustees July 23, 2020
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