

Privacy Policy

River Valley Special Recreation Association (RVSRA) values its users' privacy. This Privacy Policy will help you understand how we collect and use personal information from those who visit our website and what we will and will not do with the information we collect. Our policy has been designed and created to ensure those affiliated with RVSRA of our commitment and realization of our obligation to meet most existing privacy standards.

This Policy applies to RVSRA, and it governs any and all data collection and usage by us. Through the use of www.rivervalleysra.com, you are therefore consenting to the data collection procedures expressed in this Policy.

Please note that this Policy does not govern the collection and use of information by companies that RVSRA does not control, nor by individuals not employed or managed by us. If you visit a website that we mention or link to, be sure to review its Privacy Policy before providing the site with information.

Information We Collect

It is always up to you whether to disclose personally identifiable information to us. Although, if you elect not to do so, we reserve the right not to register you as a user or provide you with any products or services. This website collects various types of information, such as:

- Voluntarily provided information which may include your name, address, email address, telephone numbers, age, gender, billing and/or credit card information which may be used when you purchase products and/or services and to deliver the services you have requested.
- Information automatically collected when visiting our website, which may include cookies, third party tracking technologies and server logs.

In addition, RVSRA may have the occasion to collect non-personal information such as the type of browser you are using, IP address or type of operating system, which will assist us in providing and maintaining superior quality service.

Please rest assured that this site will only collect personal information that you knowingly and willingly provide to us by the way of surveys, completed membership forms and emails. It is the intent of this site to use personal

information only for the purpose for which it was requested, and any additional uses specifically provided for on this Policy.

Why We Collect Information and For How Long

We are collecting your data for several reasons:

- To better understand your needs and provide you with the services you have requested
- To fulfill our legitimate interest in improving our services
- To send you emails containing information we think you may like when we have your consent to do so
- To contact you to fill our surveys or participate in other types of market research, when we have your consent to do so
- To customize our website according to your online behavior and personal preferences

The data we collect from you will be stored for not longer than necessary. The length of time we retain said information will be determined based upon the following criteria: the length of time your personal information remains relevant, the length of time it is reasonable to keep records to demonstrate that we have fulfilled our duties and obligations; any limited periods within which claims might be made; any retention periods prescribed by law or recommended by regulators, professional bodies or associations; the type of contract we have with you, the existence of your consent, and our legitimate interest in keeping such information as stated in this Policy.

Use of Information Collected

RVSRA does not now, nor will it in the future, sell, rent or lease any of its customer lists and/or names to any third parties.

RVSRA may collect and may make use of personal information to assist in the operation of our website and to ensure delivery of the services you need and request. At times, we may find it necessary to use personally identifiable information as a means to keep you informed of other possible products and/or services that may be available to you from www.rivervalleysra.com.

RVSRA uses third-party social media such as Facebook. These may collect your IP address and require cookies to work properly. These services are governed by the Privacy Policy of the provider and are not within RVSRA's control.

RVSRA may not use or disclose the information provided by you except under the following circumstances:

- As necessary to provide service or products you have ordered
- In other ways described in this Policy or to which you have otherwise consented
- As required by law, or in response to a subpoena or search warrant
- As necessary to maintain, safeguard and preserve all the rights and property of RVSRA

Cookies

RVSRA uses "cookies" to help personalize your online experience. RVSRA uses cookies to improve the quality of our services not to track any personal information. The purpose of a cookie is to tell the Web server that you have returned to a specific page. A cookie helps the site to recall your specific information on subsequent visits simplifying the process of recording your personal information. The use of cookies is a standard practice among Internet websites. Most Web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer.

Site Security

RVSRA takes precautions to protect your information. When you submit sensitive information via the website, your information is protected both online and offline. Wherever we collect sensitive information (e.g. credit card information), that information is encrypted and transmitted to us in a secure way.

While we use encryption to protect sensitive information transmitted online, we also protect your information offline. Only employees who need information to perform a specific job (for example billing or customer service) are granted access to personally identifiable information. The computers and servers in which we store your information are kept in a secure environment. This is all done to prevent any loss, misuse, unauthorized access, disclosure or modification of the user's personal information under our control.

Children's Online Policy

RVSRA is committed to the preservation of online privacy for all of its website visitors, including children. We will not knowingly collect any personally identifiable information from children under the age of 13. If you are using our website to register for RVSRA programs, you are representing that you are an adult. If you are under the age of 13, you must seek and obtain parent or guardian permission to use this website.

Changes to this Policy

RVSRA reserves the right to make changes to this Policy at any given time. If you want to make sure that you are up to date with the latest changes, we advise you to frequently visit this page.