



ELCR advances the conservation of land for horse-related activity.

Privacy Policy

Personal Information Protection Policy

Equine Land Conservation Resource is committed to safeguarding the personal information entrusted to us by our clients, donors, members and constituents. We manage your personal information in accordance with all applicable laws. This policy outlines the principles and practices we follow in protecting your personal information.

What is personal information?

Personal information means information about an identifiable individual. This includes an individual's name, home address and phone number, age, sex, marital or family status, an identifying number, financial information, educational history, etc.

What personal information do we collect?

We collect only the personal information that we need for the purposes of providing services to our clients, including personal information needed to:

- Provide technical assistance
- Provide acknowledgement for gifts
- Send out membership information

We normally collect personal information directly from our clients, donors, members and constituents. We may collect your information from other persons with your consent or as authorized by law.

We inform our clients, before or at the time of collecting personal information, of the purposes for which we are collecting the information. The only time we don't provide this notification is when a client volunteers information for an obvious purpose (for example, producing a credit card to pay a membership fee when the information will be used only to process the payment).

How and When Do We Share Information

We do not sell, trade, or otherwise transfer to outside parties your personally identifiable information. However, non-personally identifiable visitor information may be provided to other parties for marketing, advertising, or other uses.

Trusted third parties who assist us in conducting our business may receive transfers of personal information to help us serve you, so long as those parties agree to keep this information confidential. We may also release your information when we believe release is appropriate to comply with the law, enforce our site policies, or protect ours or others' rights, property, or safety.

Financial Information

We process donations through a payment gateway provider's database, only accessible by those authorized with special rights to such systems. All staff and service providers are required to keep the information confidential. Credit card numbers and other payment details are not retained on our servers after processing.

Consent

We ask for consent to collect, use or disclose client personal information, except in specific circumstances where collection, use or disclosure without consent is authorized or required by law. We do not use cookies or other methods of gathering information without consent. We may assume your consent in cases where you volunteer information for an obvious purpose.

We assume your consent to continue to use and, where applicable, disclose personal information that we have already collected, for the purpose for which the information was collected.

We offer a clear, visible and user friendly method to unsubscribe from our email lists. You may also contact our staff at 859.455.8383 or information@elcr.org to be removed from physical mail lists.