

Grand Canyon Association (GCA) is committed to protecting the privacy of its donors, volunteers, employees, and other stakeholders.

We value the trust of our constituents (members, customers, donors, visitors to our website and others) and the public, and we recognize that maintaining this trust requires us to be transparent and accountable in maintaining the confidentiality of the personal information that you choose to share with us.

This privacy policy statement outlines the principles that GCA applies in order to ensure the confidentiality and integrity of your personal information. This statement explains what personally identifiable information we collect, how it's used and shared, what choices you have in disclosing your information, security, and how you can correct inaccuracies.

You may “opt out” of sharing of your personal information pursuant to the section below on Limiting Use, Disclosure and Retention.

PRINCIPLES

Accountability

We are responsible for the personal information under our control, including information that has been transferred to a third party for processing. We use contractual or other means to provide a comparable level of protection when a third party is processing the information.

Purpose

We will identify and document the purposes for which we collect, use, or disclose personal information at or before the time of collection. (Personal Information is defined as any information given to us by you pursuant to any contact initiated by you and other information that may be obtained from public lawful information sources.)

The purposes will be limited to those which are related to our business and which a reasonable person would consider appropriate in the circumstances. We collect, use, and disclose personal information concerning our constituents for the following reasons:

- to process requests for services or merchandise;
- to process donations and/or memberships, for example, to process a credit card transaction;
- to establish a relationship and to communicate with customers, members and donors;
- to understand who our constituents are and how we may improve our services to meet their preferences and expectations and GCA's goals;
- to issue and deliver a donation tax receipt;
- to recognize contributions;
- to respond to requests for information;
- to meet requirements imposed by law.

If we plan to use personal information we have collected for a purpose not previously identified, we will identify and document this purpose before such use.

We will make a reasonable effort to specify the identified purposes, orally or in writing, to the individual from whom the personal information is collected either at the time of collection or after

collection but before use. We will state the identified purposes so that an individual can reasonably understand how the information will be used or disclosed.

Limiting Collection

We will limit the amount and type of personal information collected to that which is necessary for our identified purposes and we will only collect personal information by fair and lawful means.

Limiting Use, Disclosure and Retention

The GCA does not sell its constituents' personal information; however, we do trade or exchange information about our constituents with other like-minded organizations. We will not trade or exchange any information until you have an opportunity to opt out. If you become a donor to, or member of GCA, by filling out a form, we will store your personal information in our database. On the original application or annual renewal form, along with all future appeals, you will be offered an opportunity to "opt out" of having your personal information shared or traded with other like-minded organizations. If you "opt out" your personal information will be tagged as a "do not share file" and this information will not be traded or exchanged.

In addition, at any time, constituents may call, write or send an e-mail to the GCA at info@grandcanyon.org and request that their personal information not be traded or exchanged. It is the policy of the GCA to honor all requests as described above.

Website

GCA collects no personal information about you when you visit our website unless you choose to provide this information to us. Such information that you may submit is restricted to that which is required to meet your request for information, services or merchandise, or to publicize or promote certain GCA activities.

Our website has some links to external websites. In a few cases we link to commercial organizations. When you link to another site, you are no longer on our site and are subject to the privacy policy of the new site.

Website disclaimer and liability notice

GCA's website and the information it contains are provided to its constituents and the public as a public service. This system is regularly monitored to ensure proper operation, to verify the functioning of applicable security features, and for comparable purposes. Unauthorized attempts to modify any information stored on this system, to defeat or circumvent security features, or to utilize this system for other than its intended purposes are prohibited and may result in criminal prosecution.

Restriction of liability regarding the website

GCA makes no claims, promises or guarantees about the accuracy, completeness, or adequacy of the contents of its website and expressly disclaims liability for errors and omissions in the contents of this website for any material provided or represented by other than the staff of GCA. No warranty of any kind, implied, expressed or statutory, including but not limited to the warranties of non-infringement of third party rights, title, merchantability, fitness for a particular purpose and freedom from computer virus, is given with respect to the contents of this website or its hyperlinks to other Internet resources. Reference in its website to any specific commercial products, processes, or services, or the use of any trade, firm or corporation name is for the information and convenience of the public, except where otherwise noted, and does not constitute endorsement, recommendation, or favoring by GCA.

Website Ownership

Information presented on the GCA website is copyright protected and may be distributed or copied only with the express written permission of GCA. GCA shall have the unlimited right to use for any purpose, free of any charge, all information submitted to GCA via this site except those submissions made under separate legal contract. GCA shall be free to use, for any purpose, any ideas, concepts, or techniques contained in information provided to GCA through this site.

E-mail

If you provide GCA with your e-mail address for any reason you may call, write or send an e-mail to GCA at info@grandcanyon.org and request that your personal information not be traded or exchanged. You may also request that your e-mail address be deleted from our database. It is the policy of the GCA to honor all requests as described above.

We send our email newsletter to those users who have signed up to be on our mailing list. Every email from GCA contains an option for the user to unsubscribe.

Accuracy

We will use our best efforts to ensure that personal information, including information that is disclosed to third parties, is as accurate, complete, and up-to-date as is necessary for the purposes for which it is to be used.

Safeguards

We will protect personal information with safeguards appropriate to the sensitivity of the information. Safeguards will protect personal information against loss or theft, as well as unauthorized access, disclosure, copying, use or modification, regardless of the format in which the information is held. We will make our employees and volunteers aware of the importance of maintaining the confidentiality of personal information, and we will exercise care in the disposal or destruction of personal information to prevent unauthorized parties from gaining access to the information.

Our methods of protection will include physical measures (for example, locked filing cabinets and restricted access to offices), organizational measures (for example limiting access on a "need-to-know" basis), and technological measures (for example, the use of passwords and encryption). It is also important to note, confidentiality clauses are included in all agreements with other entities and independent consultants who provide services to us or make GCA products and services available to you. Under such an agreement, these service providers may receive information about you, but they may only use it for the limited purpose of advancing the mission of GCA and are restricted from using this information for any other purpose.

If you have any questions about the security at our website, you can send an email to info@grandcanyon.org

Openness Concerning Policies and Practices

We will make readily available to customers, donors and employees specific information about our policies and practices relating to the management of personal information.

Individual Access

Upon written request, we will inform an individual of the existence, use, and disclosure of his or her personal information and we will give the individual access to that personal information. An individual can challenge the accuracy and completeness of his or her personal information and have it amended as appropriate.

We will respond to an individual's written request within a reasonable time (generally within 30 days). We will assist any individual who informs us that they need assistance in preparing a request. We may require an individual to provide sufficient information to permit us to provide an account of the existence, use, and disclosure of personal information.

While our response will typically be provided at no cost, depending on the nature of the request and the amount of information involved, we reserve the right to impose a cost. In these circumstances, we will inform the individual of the approximate cost to provide the response and request direction from the individual on whether or not to proceed with the request. Requested information will be provided or made available in a form that is generally understandable. Where possible, we will indicate the source of the information.

In providing an account of third parties to which we may have disclosed personal information about an individual, we will attempt to be as specific as possible.

If an individual successfully demonstrates the inaccuracy or incompleteness of personal information, we will amend the information as required. If a challenge is not resolved to the satisfaction of the individual, we will record the substance of the unresolved challenge. Where appropriate the amended information or the existence of the unresolved challenge, as the case may be, will be transmitted to third parties having access to the information in question.

In certain situations, we may refuse a request or not be able to provide access to all the personal information we hold about an individual. Exceptions to the access requirement will be limited and specific, as permitted or required by law. Where permitted, the reasons for denying access will be provided to the individual upon request.

Security

GCA takes every precaution to protect our constituents' information. Only employees or authorized persons who need the information to perform a specific job (for example, our organizational administrators and webmasters) are granted access to personally identifiable information.

It is also important to note, confidentiality clauses are included in all agreements with other entities and independent consultants who provide services to us or make products and services available to you. Under such an agreement, these service providers may receive information about you, but they may only use it for the limited purpose of advancing the mission of GCA and are restricted from using this information for any other purpose.

Any online applications that we provide for program registration, membership, or merchandise are conducted using secure servers to protect your credit card information.

If you have any questions about the security at our website, you can send an email to info@grandcanyon.org

Notification of Changes

If we decide to change our privacy policy, we will post those changes on this page and in such other manner as may be practical so our constituents and the public are always aware of what information we collect, how we use it, and under circumstances, if any, we disclose it.

Recourse

Any individual can address a challenge concerning our compliance with any of the Privacy Principles to our Chief Executive Officer at sschroeder@grandcanyon.org

We will investigate all written complaints. If we find a complaint to be justified, we will take all appropriate measures, including, if necessary, amending our policies and practices.