



## Privacy Policy

Effective Date: September 1, 2023

This Privacy Policy explains how Big Thicket Association uses, and discloses personal information about our members, prospective members, and visitors to our websites at [www.bigthicket.org](http://www.bigthicket.org), [www.nechesriveradventures.org](http://www.nechesriveradventures.org), and [www.thicketofdiversity.org](http://www.thicketofdiversity.org).

### COLLECTION OF PERSONAL INFORMATION

**Information collected directly from you:** We may collect personal information directly from you, for example. Personal information we collect directly from you may include names and addresses, email addresses, and phone numbers.

**Information collected from your device:** Our website may use technologies such as cookies, web beacons, pixels, and other similar technologies to automatically collect certain information from your device. Our website may also use cookies and similar technologies to enhance your user experience and enable certain features such as keeping track of items you put in your shopping cart. Our email campaigns may also use tracking technologies such as web beacons, pixels and other similar technologies to automatically collect certain information such as your IP address, browser type and version, and email engagement statistics. Some statistics help us learn about how you interact with the websites.

**Information collected from our partners:** We may collect personal information about you from our third- party partners and combine it with other information that we collect. Personal information we collect from our partners may include, for example, demographic information, shopping history, and geographic location. No information is shared outside of our organization.

### USE OF PERSONAL INFORMATION

We may use information collected about you for any lawful purpose, including the following:

- To provide you with our products and services, members service and support, and other relevant information
- To market our services to you, including by email and text message subject to your consent
- To provide our website to you, to optimize our website, and to assist with our advertising efforts
- To send you abandoned cart reminders if you added items to your shopping cart but did not complete check out

We do not share personal information with third parties, as may be the norm with for-profit websites — as a non-profit organization, we operate as a rather closed system, focusing on



activities of the Big Thicket Association and our education and conservation efforts. For some of these activities, we use Constant Contact, a service specializing in communications by text and email. For more information about how we may use your information with Constant Contact and the information that may be collected through our email campaigns, see Constant Contact's Members Data Notice available at <https://www.constantcontact.com/legal/members-contact-data-notice>. With communications such as these, we act as necessary to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights or the rights of third parties, or to protect the safety or security of any person or entity.

Our websites may offer interactive features, such as the ability to leave reviews, that you can use to communicate with other website visitors or to submit and post your own content. If you disclose information in one of these forums, this information can be viewed, collected, and used by others.

## DIGITAL ADVERTISING & ANALYTICS

WE DO NOT USE GOOGLE ANALYTICS OR OTHER THIRD PARTY SERVICES FOR ANALYTICS OR MARKETING PURPOSES. We DO NOT track your location via digital devices.

Your web browser may allow you to block or disable cookies; however, parts of our website may not function properly if you do so.

## EMAIL AND TEXT MESSAGE COMMUNICATIONS

If you wish to unsubscribe from our email campaigns, please click on the Unsubscribe link at the bottom of any email sent from us. If you opt out of our emails, we will still send you messages related to our transactions and relationship with you, such as order confirmations.

If you wish to stop receiving text messages from us, reply STOP, QUIT, CANCEL, OPT-OUT, or UNSUBSCRIBE to text messages sent from us, following instructions provided.

## CHANGES TO THIS PRIVACY POLICY

We may update this Privacy Policy at any time. Please review it frequently.

## CONTACT INFORMATION

If you have any questions about this policy or our privacy practices, please contact us by email or telephone (See the relevant main page for contact information).