

Privacy Policy

Your Privacy

The Detroit RiverFront Conservancy (the "Conservancy") is committed to protecting the privacy rights of visitors to our website at <http://www.detroitriverfront.org> ("Website".) This Privacy Policy discloses the kinds of personal information that we collect via the Website, how we protect and use such information, and how you can elect to change your information.

Collection of Information

While using our public web pages, you do not have to identify yourself or divulge personal information. We may collect information that does not identify you personally. This may include data such as your domain name, the name of the web page from which you entered our site, and which of our web pages you visited and for how long. We aggregate this data to help us better focus on the needs and interests of our visitors and improve the overall functionality of our Website.

As you use our Website, we will not collect any personal information including your name, street address, email address, and telephone number, unless you provide the information to us voluntarily.

If you make a gift, buy a brick or register for an event online using your credit card information, we enter this information into our secure database, so that we have a record of your gift history and so we can issue you a receipt. Once your gift, purchase or registration is processed electronically by a secure credit card processing service, your credit card information is not maintained in our records.

Cookies

When you view our Website, we may store some information on your computer in the form of a cookie. Cookies are bits of electronic information that a website operator can transfer to your computer to help tailor and keep records of your visit to the website. The use of cookies is standard on the Internet and many websites use them. Cookies allow us to tailor our Website to better match your interests and preferences. Usage of a cookie is in no way linked to any of your personally identifiable information while on our Website. You have the ability to accept or decline cookies. Most web browsers are set to automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. If you choose to decline cookies, you may not be able to fully experience all features and content of our Website.

Use and Sharing of Information

We may use personal information that you provide to us in the following ways:

- to provide you with Conservancy news and events (including, e.g., upcoming events, newsletters, donor recognition, and progress reports on recent fundraising campaigns);
- to process credit card information to properly bill your account (when applicable); and
- to contact you for purposes connected to the Conservancy or our relationship with you.

From time to time, the Conservancy may send surveys. Unless we inform you otherwise, your voluntary participation in these surveys is completely anonymous. We use the information gathered from such surveys to better understand our online users, donors, members and friends and to determine how best to serve them.

If we use your personal information to contact you, we will provide you with a method allowing you to opt-out of future communications. You can also contact us by e-mail, mail or telephone, using the contact information provided below.

Except for Website hosting partners and other parties who assist us in operating our Website, we do not sell, trade, or otherwise transfer to outside parties personal information that you voluntarily provide to us unless we receive your express consent in advance. For website hosting partners, donation processors, and other parties who assist us in operating our Website, we require them by contract to keep personal information confidential.

External Links

We may include third party links on our Website. However, even if the third party is affiliated with the Conservancy, we have no control over these linked sites which have separate and independent privacy and data collection practices. We therefore have no responsibility or liability for the content, including the privacy practices, of these linked sites. These linked sites are provided only for your convenience and you therefore access them at your own risk. Nonetheless, we seek to protect the integrity of our Website and welcome any feedback about these linked sites (including if a specific link does not work).

Your Consent to This Privacy Policy

By using our Website you signify that you agree with the terms of our current Privacy Policy as posted in this area of the Website. If you do not agree with any term in this Privacy Policy, please do not provide any personal information on or through this Website. If you do not provide personal information on or through this Website you may not be able to do certain things, like access particular areas of the Website, request certain types of information, make donations, or send us email.

Access to Your Personal Information

Upon request you can review, update and correct the personal information you have provided to us. To access this information, please contact us at records@detroitriverfront.org or call us at 1-313-566-8200.

You can also write to us at The Detroit RiverFront Conservancy, 600 Renaissance Center, Suite 1720, Detroit, Michigan, 48243-1802.

Protection of Personal Information

We maintain physical, electronic, and procedural safeguards to protect against the loss, misuse or alteration of the personal information under our control. Safeguards include restricted access to computer systems and paper files, firewalls, encryption and secure authentication methods. We use, or require the use of industry-standard encryption technologies when transferring and receiving payment data.

For example, when our online giving form asks you to enter personal information for online transactions, your information is protected using Secure Sockets Layer protocol (SSL encryption). Any information you supply is encrypted when you sent it from your browser to our server. To learn more about SSL encryption, please visit <http://www.authorize.net/>.

Access to personal information is also restricted within our offices. Only employees who need the information to perform a specific task are granted access to personal information. If you are uncomfortable sharing your personal information on the Internet, please contact us at the address or telephone number set forth below.

Changes to this Privacy Policy

We may occasionally decide to change our privacy policy, especially as new features are added to our Website. Privacy Policy changes will apply only to information collected after the date of the change. This Privacy Policy was last modified on March 31, 2009.

Contact Us At:

The Detroit Riverfront Conservancy
600 Renaissance Center, Suite 1720
Detroit, Michigan 48243-1802

We can be reached via e-mail at records@detroitriverfront.org

You can reach us by telephone at 1-313-566-8200