

PRIVACY POLICY

Last updated: November 17, 2023

This Privacy Policy explains how NEPP, Inc., d/b/a Pollinator Pathway, a 501(c)(3) corporation, (“Pollinator Pathway” or “we”) collects, uses, discloses, and secures personal information when we provide our services to you through our website (<https://www.pollinator-pathway.org/>) and any webpage or social media webpage we establish that contains a link to this Privacy Policy (collectively, the “Site”). This Privacy Policy also addresses personal information that we collect or generate concerning individuals who reach out to us directly by email, telephone, attend a local organization’s meeting, or other means. As used in this Privacy Policy, “personal information” means information that relates to an identified or reasonably identifiable natural person.

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INFORMATION COLLECTION AND PROCESSING

We collect and process personal information for our internal and Site-related purposes, and in order to provide, improve, and enhance the services we offer.

Contact or request submissions. When you use a Site contact or request form, we collect personal information from you to evaluate and respond to your request, and we may also use the information to improve our Site or other aspects of our services. The information we collect may include your name, email address, street address, and telephone number, and the content of any messages.

Membership. When you sign up to become a member through the Site, we collect personal information from you to create your profile and provide our services. The information we collect may include your name and email address.

Blog posts. When you post a blog or comment on the Site, we collect any personal information you may submit, such as names and photos. We use this information to post your content and provide our services.

Email subscriptions and messages. When you subscribe to receive our email newsletter – THE BUZZ, we collect your name, email address, and any related details you submit through the Site. We use that information to send you email messages with marketing information, news, offers, and other updates relevant to our services. We may also send text messages to certain individuals, including town organizers and board members, for some or all of those purposes, when permissible by law, with your consent.

Communications. We receive information you submit through your communications with us through the Site, or by email, phone, or physical mail or courier service and we process this information to respond to you and in the normal course of our operations and to provide services.

Social media. If you post information on a webpage we establish on a social media platform, we may use the information you provide for purposes of providing a response, to promote our services, and otherwise in the normal course of our operations. We may collect your social media username, and other personal information that you have made available to us through the webpage we established on the social media platform, in accordance with the platform rules and/or applicable law. Note that the third-party operators of social media websites also receive such information, and their use of your personal information is governed by their own privacy policies.

Information received from local town organizations. If you are a member of a local pollinator conservation organization and provide personal information to your local organization, they may share that information with us, such as your name and street address. We use this information to provide our services and improve our Site. Also, when you submit a change request to change the information on your local organization's webpage, we collect personal information from you, including your name, email address, phone number, photos, and any other personal information you may provide. We collect this information to respond to your change request and to provide our services.

Donations. If you donate to us, we will collect your personal information, such as your name, the amount of the donation, bank account information, payment card information, and other payment details. We use this information to process your donation. Also, we use a third party payment processor to process payments through credit or debit cards.

Business Contacts. We may receive contact information (including your name, telephone number, and email address) and/or professional or business-related information (including your title and business address), through our interactions with you in your business capacity, such as when your business provides services to us, or when we work together on a project, or when we discuss opportunities. For example, we may receive business-related information about our local town organizers and board members. We may contact you with information about our business dealings, news, and opportunities, and we may use your information in the normal course of our operations.

Purchases. If you make a purchase through the Site, we will collect personal information from you to fulfill your purchase, and we may also use the information to improve our Site and other aspects of our services. The information we collect may include your name, email address, mailing address, items purchased, bank account information, payment card information, and payment details. We use a third party payment processor to process payments through credit or debit cards.

Automated data collection; Cookies and similar technologies. When you use our Site, we and our third-party partners, such as advertising partners and analytics providers (such as Google Analytics), collect information by automated means.

We may use cookies and similar technologies to collect your IP address, information about your device (such as your browser characteristics, device IDs and characteristics, and operating system version) and information concerning your usage of our Site (including the link you used to reach a given webpage). We use this information to determine how many users have visited particular webpages, viewed particular

content, or opened messages or alerts, and we may also use such information to improve the performance of the Site, to improve our marketing activities, and to enforce our service terms and prevent malicious conduct.

In some cases, our third-party partners may process information collected by cookies and similar technologies on the Site. Please see our Cookie Policy (below) for more details. With respect to any social media platforms on which we have established a webpage, please see the privacy policies and any cookie policies of the applicable social media platform as to their automated data collection practices.

As indicated above, we use Google Analytics to collect and process certain Site usage data. To learn more about Google Analytics and how to opt out, please visit <https://tools.google.com/dlpage/gaoptout>.

You may be able to change a web browser's settings to block and delete cookies when you access the Site through the web browser. However, if you do that, the Site may not work properly; also, we will still receive basic information (such as last URL visited) when you navigate to the Site. Note that the Site does not respond to browser do-not-track signals.

INFORMATION SHARING

We may share any of the categories of personal information listed above for our operations and services as described below.

Local town organizations and partners. We may share personal information with our local town organizers and other partners, and any successors thereto in the normal course of our operations. We do so for our operational purposes, such as to communicate with you and to promote and provide our services.

Vendors and service providers. We share personal information with vendors and service providers that process such information to perform services for us in connection with the Site and our other operations, including sending our newsletter and processing payments.

Legal and similar disclosures. We may share personal information with law enforcement, the courts, our advisors, attorneys, and others who participate in legal processes or proceedings, if we believe doing so is required or appropriate to: comply with legal requirements and law enforcement requests (such as a court order or subpoena), comply with legal process (such as discovery), or protect your, our, or others' rights, property, or safety.

Merger, sale, or other asset transfers. If we are involved in a merger, acquisition, financing due diligence, reorganization, bankruptcy, receivership, sale of company assets, or transition of service to another provider, your personal information may be shared with the other parties and advisors involved under an obligation of confidentiality in connection with the negotiation of such transaction, and your personal information may be transferred as part of such a transaction (subject to compliance with applicable laws).

INFORMATION SECURITY

We endeavor to process your information securely, in accordance with this Privacy Policy, and in accordance with information security requirements imposed by applicable law. Note however that certain aspects of Internet communications are inherently not completely secure.

LINKS TO UNAFFILIATED THIRD-PARTY WEBSITES

The Site may contain links to unaffiliated third-party websites. This Privacy Policy does not apply to the practices of such other websites, and we are not responsible for the actions and privacy policies of the third parties that operate or interact with those websites.

NO USE BY CHILDREN

The Site is not intended for use by children. In particular, if you are under the age of 13, you may not use our Site. We do not knowingly collect, maintain, or use personal information from children under 13 years old. If we believe that any information has been posted by a child under the age of 13, we will promptly delete that information. Parents may contact us using the methods set forth below to request that information concerning their child be removed from our records.

CONTACT US

If you have questions about this Privacy Policy or if you would like to make a suggestion about our privacy practices, please send an email to info@pollinator-pathway.org.

POSTING OF A REVISED PRIVACY POLICY

We may make changes to this Privacy Policy from time to time, and the revised version will be effective when it is posted and will apply to personal information received after that date. If we make any material changes, we will provide notice of such changes on the pertinent Site or in any other pertinent location where this Privacy Policy may be posted for a reasonable period of time (which we estimate will be approximately two weeks). We encourage you to review this Privacy Policy periodically, especially if you don't visit the Site regularly.

COOKIE POLICY

We use cookies and similar technologies (referred to herein simply as "cookies") to facilitate and improve the performance and security of our Site and to enhance user experience.

The Site may utilize or permit several different categories of cookies, as follows:

- Essential cookies – These cookies are essential for the proper operation of the Site. For example, they may facilitate page navigation or assist with security checks.
- Functional cookies – These cookies allow us to remember your preferences (such as your username, language, or the region you are in) and allow us to make the Site experience better for you.
- Analytics cookies - Analytics cookies allow us to analyze how visitors use our Site and to measure website and mobile application performance, and they also allow us to provide a quality experience by customizing our offering and quickly identifying and addressing issues that arise.
- Advertising cookies – Advertising cookies are used to highlight information, other content, or services that we (or in some cases a third party) believe will be of interest to you based to some extent on your use of the Site.

Use of cookies on our Site

We do use or allow certain third parties to serve cookies on the Site. We may allow third parties to serve cookies to help identify fraudulent or automated traffic on the Site. In addition, third parties that provide content feeds may serve cookies. We may use third-party cookies to help us with market research, improving functionality, and enforcing website and Site terms and policies. For example, like many companies, we use Google Analytics to help us evaluate our website traffic. You can see how Google Analytics uses cookie information across various websites by visiting <https://policies.google.com/technologies/partner-sites>, or any successor webpage that Google may provide.

The Site may use the following cookies:

Cookie and Cookie Provider	Purpose and Type of Cookie	Privacy Notice of Provider
Google Analytics (_ga, _ga***, AEC, OTZ)	Analytics and performance	https://policies.google.com/privacy?hl=en
Google Ads and Doubleclick (NID, IP_JAR, IDE, ar_debug)	Advertising	https://policies.google.com/privacy?hl=en
YouTube (YSC, PREF, VISITOR_PRIVACY_METADATA, VISITOR_INFO1_LIVE)	Functional and advertising	https://policies.google.com/privacy?hl=en
Wix (XSRF-TOKEN, _wixAB3_***, bSession, hs, svSession, ssr-caching, fedops.logger.defaultOverrides)	Necessary and Functional	https://www.wix.com/about/privacy
EmailMeForm (PHPSESSID)	Functional	https://www.emailmeform.com/v-privacy.html

Opt outs

Your browser may allow you to disable certain cookies. Third party cookie providers may provide an opt out tool for their cookie(s). Note that disabling cookies may in some instances impact the functionality of the Site. Opt-out functionality for Google Analytics can be found [here](#).

You may learn more about advertising networks and opt out of receiving personalized advertisements on this browser or device from advertisers who are members of the Network Advertising Initiative or who subscribe to the Digital Advertising Alliance’s Self-Regulatory Principles for Online Behavioral Advertising by visiting the opt-out options of each of those organizations. Links to their opt-out sites are set forth below.

Network Advertising Initiative: <http://www.networkadvertising.org/choices>

Digital Advertising Alliance: <http://www.aboutads.info/choices>

Note that, when you opt out of personalized advertising, you may continue to see online advertising on the Site and/or our ads on other websites and online services. Also, given that many opt-outs themselves use a cookie to effectuate an opt-out preference, you may need to opt-out again if you clear cookies on your browser.

Changes to this Cookie Policy

We may revise this Cookie Policy from time to time in order to reflect changes in our use of cookies, changes in the law, changes in our services, or best practices. We encourage you to review this Cookie Policy periodically.