

Privacy Policy

Effective Date: April 12, 2023

This Privacy Policy explains how Simply Cats Adoption Center collects, uses, and discloses personal information about our customers, prospective customers, and visitors to our website at <https://simplycats.org/>

COLLECTION OF PERSONAL INFORMATION

Information collected directly from you: We may collect personal information directly from you, for example through a web form, in the adoption application/paperwork, signing up for an event, or when you make a donation. Personal information we collect directly from you may include first and last name, address, email address, and phone number

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 including, for example, your IP address, date and time of your visit, browser and operating system information, referring website, address, and other information about how you interact with the website. Our website may also use cookies and similar technologies to enhance your user experience and enable certain features. 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.

USE OF PERSONAL INFORMATION

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

- To provide you information about our adoptable cats, adoption promotions, retail products, services, and other relevant information;
- To inform you of fundraising and outreach events, 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 and marketing efforts;
- To comply with the law and to maintain the security of our website; or
- With your consent, or as otherwise disclosed at the time information is collected

DISCLOSURE OF PERSONAL INFORMATION

We may share the information we collect with other parties, including the following:

- With third-party service providers to assist us with providing and marketing our products and services, such as payment processors, data hosting services, analytics services, and email service providers
- With Constant Contact, to send email marketing and text message communications. 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 Customer Data Notice available at <https://www.constantcontact.com/legal/customer-contact-data-notice>.
- With any affiliates or joint venture partners that we may have in the future.
- If 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.
- With your consent or as otherwise disclosed at the time of data collection or sharing.

We may share information that has been de-identified or aggregated without limitation.

DIGITAL ADVERTISING & ANALYTICS

We may work with third parties that collect data about your use of our website and other sites or apps over time for non-advertising purposes. We use Google Analytics and other third-party services to improve the performance of the website and for analytics and marketing purposes. For more information about how Google Analytics collects and uses data when you use our website, visit www.google.com/policies/privacy/partners, and to opt out of Google Analytics, visit tools.google.com/dlpage/gaoptout.

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 marketing email sent from us. If you opt out of our email marketing, 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 any text message sent from us. For more information, see our Mobile Messaging Terms and Conditions available at <https://files.constantcontact.com/06040c3e001/245c5e8f-43fd-4d76-9e08-1fe1c1cd24dd.pdf>

SIMPLY CATS PRIVACY RIGHTS

The following data rights for individuals are provided by Simply Cats:

The right to be informed.

The right to rectification.

The right of access.

The right to be forgotten (erasure).

The right to restrict the processing of your data.

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1. The right to be informed

The right to be informed means companies must give individuals clear, succinct and easily understandable information on what you want to do with their data.

Companies must provide privacy information including the name and contact details of the organization, the representative, the Data Protection Officer, the purpose of data collection and processing, the legitimate interests for processing, retention periods and a number of others.

2. The right to rectification

Individual data subjects have the right to rectify inaccurate personal data or have it fully completed if the information is not complete. They can request rectification in writing or verbally and the company has one calendar month to respond to them formally.

3. The right of access –

People have the right of access regarding their personal data. You'll often hear this referred to as 'subject access' They can make a subject access request from the company concerned either verbally or in writing, and the company has a month to respond.

The organization is not allowed to charge a fee to the individual to deal with the request in the majority of cases.

The right of access gives individuals the legal right to a copy of their personal data and any other supplementary data. It's designed to help people understand why and how the company is using their data, and to ensure it's being used lawfully. Individuals are not entitled to request access to information that relates to other people. The request can only cover personal data.

4. The right to erasure

Also called 'the right to be forgotten', the right to erasure means individuals can request that their data is erased. The request can be made verbally or in writing and the company must respond within a month. This right only applies in certain circumstances and is not absolute.

5. The right to restrict processing

Individuals have the right to ask for the restriction or suppression of their personal data.

Again, this is not absolute. It applies only in specific circumstances and means that companies can store the data but not use it. As with the other rights, individuals can write or verbally request restriction of their data, and the company must respond within a month.

UPDATING YOUR INFORMATION

Please contact Simply Cats at info@simplycats.org to update your information.

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 at info@simplycats.org.

