



ONLINE PRIVACY POLICY

The Rainforest Fund (RFUND) thanks its supporters and website visitors for their interest in our cause. We respect their privacy in viewing our online content as well as in their contact with us. This policy outlines our commitment to safeguarding user privacy. By visiting www.rainforestfund.org you accept the practices written in this Privacy Policy.

Our website is managed and maintained by Rainforest Fund, headquartered at 420 Lexington Avenue, Suite 1710, New York, NY 10170, telephone (212) 677-6045 and fax (212) 460-5609.

Tracking and storing: Our website utilizes Google Analytics to store basic, *unidentifiable* information about website users such as geography, language, visiting frequency, etc. We use this information to improve our website based on interests and engagement.

Users may choose to provide their email information to receive news, updates, and marketing information from RFUND. We utilize the MailChimp service to collect and store this information. Users who sign up for this service may cancel at any time by unsubscribing from emails through a handy link included in all communications. Any information that goes through the MailChimp service will be under the MailChimp privacy policy (<https://mailchimp.com/legal/privacy/>).

Donations are made through our partner, Qgiv. In order to make a successful gift, users must provide some basic information, e.g. name, credit card information, address, email and phone number. The information collected will be subject to the Qgiv privacy policy (<https://www.qgiv.com/privacy-policy>) and RFUND's privacy policy. We may use this information to update donors on valuable information, but should the individual prefer not to receive such communication, they may opt out at any time. This information will be stored for financial records.

A summary of detailed use of our data retainment is as follows:

- *Google Analytics*
 - *Used to monitor website traffic and information will be deleted after 26 months.*
- *Website Contact Form*
 - *Information used to reply to inquiries.*
 - *Information will be deleted upon request.*
- *Mailing List Sign-up Form*
 - *Contact information is handled via MailChimp, which has their own privacy policy (<https://mailchimp.com/legal/privacy/>) and an unsubscribe option at the bottom of every email.*
 - *Data is saved for future (limited) emails.*
 - *RFUND can delete this information upon request.*
- *Donations and Transactional Data*



- *Data is collected by Qgiv who has their own privacy policy (<https://www.qgiv.com/privacy-policy>), and will be saved for financial documents.*
- *Information will be used for future (limited) emails and mailings unless notified otherwise.*

Personally identifiable information is only collected, stored and used when you choose to provide it to us, for example, when you sign up for our mailing list, make a donation or volunteer. This information may include email or postal address, or telephone number which RFUND may use to contact you when needed or requested. Should you decide not to receive communications from us, simply let us know by unsubscribing from email communications or contacting us at rffund@rainforestfund.org.

RFUND will NEVER sell, share, rent, or exchange your personal information and will only be used for RFUND related purposes.

Please be aware that RFUND may post links to **other sites** with relevant content or information of further interest. These websites maintain different privacy policies and practices that RFUND is not and cannot be responsible for. We encourage you to review the privacy policy of any site that you visit.

Should RFUND change any of these policies, we will post the notifications in this location.

Do you have any questions or concerns? Please do not hesitate to contact us at rffund@rainforestfund.org.