

**PRIVACY POLICY FOR THE WATERSHED EXPLORER'S CLUB, operated by the North and South Rivers Watershed Association (hereinafter referred to as NSRWA)**

Use of this site signifies your acceptance of the terms and conditions.

The North and South Rivers Watershed Association is committed to protecting your online privacy when visiting this web site. We do not collect and keep personal information online from children under the age of 13 without their parent and/or legal guardian's consent, except in limited circumstances authorized by law and described in this policy. Please review the information below to familiarize yourself with our policies on web site privacy, so that you and your family can take full advantage of our site.

**IF YOU ARE UNDER 13, YOU SHOULD GET YOUR PARENT'S PERMISSION BEFORE GIVING OUT ANY PERSONAL INFORMATION INCLUDING YOUR E-MAIL ADDRESS TO THE NORTH AND SOUTH RIVERS WATERSHED ASSOCIATION—OR TO ANYONE ELSE ON THE INTERNET.**

**A SPECIAL NOTE FOR PARENTS AND LEGAL GUARDIANS:** NSRWA adheres to the Children's Online Privacy Protection Act of 1998 (COPPA).

**Does the NSRWA Collect Any Personal Information About Anyone Under 13?**

A child can visit our sites or areas of our sites directed to children without ever registering or providing personally identifiable information. We may ask a child to provide their name and e-mail address to initially enroll and subsequently register points for Watershed Explorers' Club activities. We obtain parental consent via email from you to register your child in our online club.

- If they contact us first when we offer an e-mail newsletter or other activity which requires multiple online contacts with the child, we will ask for the child's e-mail address and first name, and **also ask the child for a parent's e-mail address so we can notify you and give you an opportunity to opt out. If you no longer wish your child to participate in an e-mail newsletter or in the Watershed Explorers' Club, simply follow the instructions in the newsletter to unsubscribe.**
- Occasionally, NSRWA has special site activities, which are open to children even if they are under 13. We do not ask for more information from your child than is necessary for your child to participate in the activity.

If more personal information other than an e-mail address and first name (or screen name) is required to enter your child in the activity or offer the service, we will notify the parent via email, explain what information is needed and why, and generally ask that you (not your child) provide it. For instance, we might ask you for your mailing address so that we can send to you, for your child, any prizes your child wins, or for your telephone number so that we can tell you when your child has won. Any information you or your

child give us in the above special circumstances will be removed from our database once the promotion, program or activity is concluded, and after any legally required period for keeping such information is complete.

Upon proper identification, parents may review the personal information we have collected online from their child, request deletion, or refuse to allow further collection or use by contacting us at 781.659.8168.

### **Does NSRWA Use Cookies or Collect Other Information Automatically?**

NSRWA receives and stores certain information automatically whenever you visit our site. Examples of information we collect and analyze include the Internet protocol (IP) address used to connect your computer to the Internet; computer and connection information such as browser type and version; the operating system and platform you use; and pages viewed and time spent on our site. This information helps us to optimize your experience at our site. We also use cookies and clear GIFs, sometimes known as pixel tags or web beacons. If you register or set up an account, the information we collect may be associated with your registration information.

A “cookie” is a small file that is saved on your computer’s hard drive which contains non-personal information. Our cookies help us improve your online experience, allow you to personalize your pages, enable us to customize our offerings, and help you to participate in some activities or events on the site. For instance, we use cookies to keep track of your progress in certain games. If you leave the site and then return, cookies may allow you to continue the game so that you do not have to start all over again. Cookies keep track of items in your shopping cart and wish list. Cookies help us determine how many people visit our sites, which of our web pages they use and how long they stay there. This information helps us evaluate which of our web features are successes and which need improvement. You can disable the use of cookies through your Internet browser (like Internet Explorer or Netscape Navigator). Check your browser’s Help menu to find out how. However, if you disable cookies you may not be able to take advantage of some features of our website.

We also use other technology, called clear GIFs (sometimes called pixel tags or web beacons). On our web pages they allow us to count visitors viewing our pages, and in promotional e-mails they can tell us when an e-mail has been opened.

For administrative purposes, we also collect IP addresses, which is the automatic number assigned to your computer when you surf the web. Your IP address and cookies are not connected to any personally identifiable or on-line contact information like a name and address unless you order or register at our site; however, if you register, all information we have about you will be associated with your customer file.

### **What Does NSRWA Do With the Information We Collect?**

We use all the information we collect to keep a tally of your child's point score in the Watershed Explorer's Club, so we know when he or she has earned a prize. We may also use the email address of the participant and parent to notify of any upcoming Watershed Club Explorer Club related events or activities. Otherwise, we have no other uses for the information.

### **Does NSRWA Share Information About Me With Others?**

NSRWA will never share names and mailing addresses with any other entity or sell lists with your child's information.

### **And Finally...**

We want you and your family to have fun online and urge you and your family to follow common sense whenever disclosing personal information - on this site or anywhere on the Internet.

Thank you for reading our privacy statement. We are genuinely committed to safeguarding privacy for both you and your children.

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