



## Privacy Policy

We are committed to respecting the privacy rights of all donors and visitors to our website. The following information details Los Angeles Waterkeeper's collection, protection, and use of the data we receive from donors and visitors to this website.

### Our General Policy

Los Angeles Waterkeeper recognizes the importance of protecting information we may collect from donors and visitors to our site. Our policy is to use the information we acquire from visitors and donors for internal purposes only, and we maintain appropriate security measures to keep this information private.

Users can visit the site without revealing any information about themselves. If you choose to give us personal information via the Internet for the purposes of correspondence, processing a donation or subscribing to our email newsletter, then it is our intent to let you know how we will use such information.

Los Angeles Waterkeeper will remove your name from our mailing list, email list or telephone solicitation list at any time, at your request. **We will not sell or rent your email address to a third party.**

### Email Updates

We use a third-party email marketing party to deliver emails. This company employs techniques for tracking open rates and click-thrus that use email addresses as an identifier.

You will be given the option to remove your name from our email list at the bottom of each email update. **And again, we will not sell or rent your email address to a third party.**

### Online Donations

Los Angeles Waterkeeper's online and offline donation processing systems comply with PCI Security Standards, a set of comprehensive requirements for enhancing payment account data security.

Our online donation processor, MobileCause, hosts our secure giving pages and uses high-grade encryption and the industry-standard https security protocol to ensure secure transactions.

Independent external and internal audits ensure the privacy, security, and appropriate processing of your information on our site.



## **Use of Google Analytics**

We use Google Analytics to examine data about our site visitors. These services tell us information about technical aspects of our visitors' computers and some demographic information. We use this information to improve our content and structure, leading to a better user experience.

We do not receive or request any personally identifiable information from you unless you provide it.

**If you have questions about our privacy policy, please contact Rebecca Light at [rebecca@lawaterkeeper.org](mailto:rebecca@lawaterkeeper.org), (310) 394-6162 ext. 114.**