



Protecting Montana's history  
today, for tomorrow.

## PRIVACY POLICY

Preserve Montana (PMT) is committed to respecting the privacy of individuals, organizations, and businesses. The following privacy policy governs all digital communications and use of personal and business information collected from members, digital subscribers, event attendees, app users, website visitors, and involved members of the public through mail, email, social media, tele-communications, mobile applications, and forms associated with our constituent database.

All data collected, including social media, web traffic, internet analytics, email, online database, interactive forms or surveys will be used for the sole purpose of advancing the publicly stated PMT mission and the relevant programs. All uses of personal or business information will be in accordance with the professional standards for nonprofit organizations required by law.

PMT reserves the right to change this policy whenever it is deemed necessary without prior notification. All changes will be posted with the date of revision.

### **Constituent Database & Information Management**

PMT maintains an internal database of members, subscribers, partners, and organizational contacts through the service provider Little Green Light. Because personal contact information is confidential, PMT does not share this information with outside parties. Only PMT personnel and screened technical contractors will be granted access to this database. The constituent database is accessed and maintained for the purpose of distributing PMT newsletters, conducting advocacy, education, and outreach campaigns, preservation action alerts, event notifications, and all related professional correspondence which assist in accomplishing the publicly stated PMT mission.

### **Website Visitors and Security**

The PMT collects personal information about each visitor to our website in the following ways:

1. through IP address
2. through cookies
3. through online forms for surveys, event registration, and the purchasing of merchandise on the PMT website or selected providers
4. through any correspondence receive by PMT via mail, email, social media, tele-communications, and forms associated with and generated by the constituent database.

Detail about these methods of information collection follows:

#### **IP Addresses**

Your IP address does not reveal any personal information about you or your activities. Our web server host

Preserve Montana  
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Helena, MT 5601

[info@preservemontana.org](mailto:info@preservemontana.org)

PreserveMontana.org

406.457.2822

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logs the IP addresses of all visitors to automate information collection concerning web traffic, usage, length of time visit, new visitors, entry and exit points, as well as other relevant data. It is also used as statistical information for reporting and to find ways to improve web usability.

### **Cookies**

Our website uses cookies to gather information about traffic and to enhance your visit to our site.

Cookies are used to customize web pages to provide the user with preferences. They can be deactivated in your browser by configuring your preferences. No information gathered by these will be used to disseminate information about visitor's personal use of the Internet, nor is it ever used for any direct marketing or advertising purposes.

For a more complete description of cookies and their function click [here](#).

### **Location Information (PMT Digital Apps)**

The PMT App uses location information to direct users to geographic sites of interest and to provide interpretive information to users about historic sites in the vicinity of a user's mobile device. Location information and location searches may be used in aggregate to decide where to create more site resources. PMT does not store any location data beyond these searches and does not store any location data associated with individual users. Location information and location searches may be anonymized and provided to third-party servers solely as required to provide App functionality to users.

### **PMT Sharing Practices**

None of the information collected by PMT will be shared with any third-parties except as required to provide the service. Information collected by PMT will only be analyzed as aggregated statistics for organizational performance reporting purposes, for capturing and defining usage patterns, and for identifying areas of improvement for the app. Information of this kind is anonymized and never used to track or monitor individual users. All use of this data is driven by improving the content and utility of the PMT App to users.

### **Contacting Us**

Individuals who believe that personal information is being used for a purpose other than the accomplishment of the publicly stated PMT mission or the goals of related programs, should PMT staff immediately.

### **PMT Online Forms**

Online forms are created and generated by the PMT constituent database to gather information about members, digital subscribers, event attendees, app users, website visitors, and involved members of the public for a variety of reasons including but not limited to event registration, surveys, and the purchase of merchandise. None of this information is shared with 3rd parties and is submitted on a volunteer basis by the individual or business in question.

### **Individual & Business Correspondences**

Correspondences and contact information sent to PMT via mail, email, social media, tele-communications,

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mobile application use, and forms associated with our database will not be sold to third parties under any circumstances, and is used only to conduct daily, weekly, monthly, or annual operations related to the accomplishment of the PMT mission and within the legal rights of nonprofit entities.

### **PMT Sharing Practices**

None of the information collected by PMT will be shared with any 3rd-parties except as aggregated statistics for organizational performance reporting purposes, capturing and defining web traffic patterns, and website improvement. Information of this kind is never used to track or monitor individual users. All use of this data is driven by improving the content and utility of the PMT website programs, products, and services; and the information flow to members, digital subscribers, event attendees, app users, website visitors, and involved members of the public.

Any inquiries or correspondences communicated to PMT and the associated contact information, may be forwarded individuals or organizations with relevant experience or knowledge to provide further assistance. Permission to forward correspondences and the associated information may be revoked at any time, and will be complied with, excepting legal regulations or a court order to release information. PMT reserves the right to contact individuals for verification as necessary to confirm the identity of the involved party or parties.

The PMT database is protected by security safeguarding data integrity and prevents unauthorized access and/or use. These security measures have been designed to provide the user with reasonable protection of personal and private information entrusted to PMT.

### **Email & Digital Communications**

Donors & Members – Inclusion of virtual contact information on any and all financial contributions gifted to PMT gives expressed consent of usage for all general electronic membership communications. Consent to these communications can be revoked at any time.

Newsletter Subscribers – PMT reserves the right to use virtual contact information collected via mail, email, social media, tele-communications, mobile application use, and other forms associated with our database. Consent to related communications can be revoked at any time.

### **Website Links**

PMT maintains a policy of utilizing only web links which drive users to responsibly operated websites and digital sources but will not be held responsible for the privacy practices or the content management of other websites.

### **Surveys**

All surveys, in both digital and print form, are conducted with the goal of furthering the publicly stated PMT mission. Such surveys are presented on a volunteer basis, and not mandatory under any circumstances. Collected information may include but is not limited to demographics, zip codes, age group, and services received or provided. This information will never be collected with the intent of identifying any one individual.

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Survey information is used in the aggregate to improve organizational programs and online services.

### **Corrections to Personal Information**

The communication of personal information corrections is incumbent upon the individual concerned and may include but is not limited to change of mailing address, digital contact information, marital status, or the report of a deceased person.

### **Online Purchases**

PMT Website Purchases – In the case of events, publications, and other goods and services, the PMT website will be utilized to conduct sales. All information relating to the sale will be collected in the PMT constituent database for financial record keeping and relevant communications. Purchases may be conducted by check, cash, or credit/debit card. PMT will not be held responsible for the loss of mailed payment methods, this includes but is not limited to mailed cash, checks, or credit card information. Credit and Debit card payments will be processed by Stripe and PayPal both online and in-person. The respective privacy and accountability information for both companies has been screened by PMT and is available online. It is incumbent on all buyers to be familiar with the practices and policies of all parties involved prior to the purchase of goods. Disputes will be handled on a case-by-case basis and PMT reserves the right to involve Stripe and PayPal employees in the interest of resolving conflicts.

Selected Vendor Website Purchases - In the case of events, publications, and other goods and services, PMT may utilize the services of 3<sup>rd</sup> party vendors. The relevant privacy and accountability information for all vendors will be screened by PMT, however it is incumbent on all buyers to be familiar with the practices and policies of all vendors prior to the purchase of goods.

Non-Related Website Purchases – The PMT website may provide links to affiliate websites allowing the purchase of items related to preservation resources or activities. Any transaction conducted as a result of those links is not managed by PMT and will be the responsibility of the seller or company managing the seller's online ecommerce functions. PMT cannot guarantee the privacy policies pertaining transactions occurring outside of the official PMT website. PMT neither sees nor collects any information regarding transactions and/or credit card information. Buyers are responsible for being fully informed about seller and/or company managing online transactions and will not hold PMT responsible for any resulting disputes.

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