

Privacy Policy (eff. Jan. 15, 2021)

This Privacy Notice ("Notice") applies to those who visit, download, or use, as applicable, the websites, mobile applications, online services, or other services of the Center for Aquatic Sciences, and its subsidiaries and affiliates (collectively, "The Center", or "We", "Us"), that provide this Notice (collectively, the "Services"). The Online Services include, without limitation, any publicly accessible Internet access system available at The Center properties. This Notice does not apply to data that does not allow us or third parties to identify or contact you.

What Information We Collect

The Center may collect personal and anonymous information from our guests. This information may be used to create aggregate information or shared as described below. The types of information The Center collects may consist of any or all of the following:

- Location information: Domain names, IP addresses, and general physical location. No personal information is revealed. IP addresses can be used to identify guests' computers and shopping carts and to gather broad demographic information.
- Traffic data: Anonymous information collected, such as what pages are visited, how the services are accessed, how long the services are used, and what sites are visited by users immediately before arriving at one of The Center's sites or using our wifi. This anonymous data is used for marketing purposes, is shared with contractors, business partners, and advertisers, and is analyzed to help The Center improve its services.
- Cookies: Some forms on The Center's sites may use "cookies". These data files can contain information such as a user ID that the site can use to track the pages the user has visited. However, the only personal information a cookie can contain is information supplied by the users themselves. Cookies are able to track user traffic patterns and recognize a user's browser when he or she returns, and could provide personalized content without signing in. Guests can turn off cookies in their browser in order to refuse them.
- Personal information: To access certain services and information or to make donations and purchases, The Center requires guests to provide certain personal information. This personal information may be provided through The Center's virtual services, in person, or through the mail and may include the following:
 - Contact information: This includes information such as name, mailing address, email address, etc. The Center may use this data to contact guests regarding their purchases, donations, visits to The Center, or use of The Center's websites or services. This information may also be used to send guests surveys, promotional material about The Center, or to solicit guests for donations or invite them to become The Center members.
 - Financial information: This includes bank account or credit card information; which guests would only be asked to provide if they make purchases or donations through The Center's online services. Financial data may be used only to bill guests for the products or services they have requested, and as per law all financial information provided to The Center is kept confidential and secure.
 - Demographic data: This can include information such as age, zip code, income, etc. This type of data may be used to help customize guests' experiences by

- displaying content on The Center site based on guests' possible interests and preferences.
- Other: Guests may provide other information by communicating with The Center through email, social media sites, text message, or other electronic means, by accessing the services through third-party services or sites, by posting messages to any of The Center's forums, or by completing online forms, surveys, or contest entries through The Center sites.
 - Third-party services: Any promotions or advertisements displayed through The Center's services may also use cookies. The Center does not have access to or control over any information collected by third-party advertisers. Guests may turn off cookies in their browser to refuse these. The Center site may also contain links to sites maintained by other organizations. Once a guest accesses an individual document or another site belonging to a third party, the guest is subject to the privacy policy of the third-party organization and not that of The Center.

How We Use The Information We Collect

We process your information for purposes based on legitimate business interests, the fulfillment of contracts or transactions with you, compliance with our legal operations, or with your consent.

Examples of these purposes include but are not limited to facilitating account creation and support, advertising and promoting The Center's services, delivering targeted advertising, fulfilling and managing orders, administering prize draws and competitions, contacting you, improving and evolving our Services, protecting ourselves and others, enforcement and legal requests, and operating and supporting our Services.

This Notice does not apply to information you share with third parties even if we link to those third parties on our websites or other online Services.

When Information Is Shared by The Center

Compliance with Laws. We may disclose your information where we are legally required to do so in order to comply with applicable law, governmental requests, a judicial proceeding or legal process, such as in response to a court order or a subpoena (including in response to public authorities to meet national security or law enforcement requirements).

Legal Rights. We may disclose your information where we believe it is necessary to investigate, prevent, or take action regarding potential violations of our policies, suspected fraud, situations involving potential threats to the safety of any person, illegal activities, or as evidence in litigation in which we are involved.

Business Purposes. We may share information with third-party vendors, service providers, contractors, or agents who help us operate our business or provide services on our behalf and who require access to such information to do so. These service providers include those who may provide payment processing services, email delivery services, help us verify identities and backgrounds, those who help us handle your account or provide customer service, analytics companies, advertising networks and others, such as those that provide Data Technologies on our Services.

We may share information with our corporate affiliates (meaning our parent company and any subsidiaries, or other companies that we control or that are under common control with us) for their business purposes, to provide services, or to perform marketing. We may also participate in joint ventures with others, and we may share information as part of such joint ventures. We may share information with other selected third parties, including those who may use the information we provide to send you offers that may be of interest to you.

We may share information with third-parties who help us develop and promote products and services, including joint marketing, or to help us customize advertisements, offers, or other communications to you. We may also use third-party advertising companies to serve ads when you visit the Services. These companies may use information about your visits to our websites and other websites that are contained in web cookies and other tracking technologies in order to provide advertisements about goods and services of interest to you. We may share information we have collected from you in connection with, or during the negotiations of, the financing, sale, or merger of our business or the transfer of all or any of our assets.

Consent. We may disclose your personal information for any other purpose with your consent.

Right to Opt Out. You have the right to opt out of any data collection by The Center. Please contact us at sf@aquaticsciences.org to opt out of data collection.

Right to Access Personal Information. You have the right to request that we disclose certain information to you about our collection and use of your personal information over the past 12 months. Once we receive and confirm your request, we will disclose to you:

- Confirmation of whether we are processing your personal information or not.
- If we have processed any of your personal information, a copy of your personal information.
- The purpose for processing of your personal information.
- The categories of personal information we collected about you.
- The categories of sources for the personal information we collected about you.
- Our business or commercial purpose for processing that personal information.
- The categories of third parties with whom we share that personal information.
- If we sold or disclosed your personal information for a business purpose, two separate lists disclosing:
 - sales, identifying the personal information categories that each category of recipient purchased; and
 - disclosures for a business purpose, identifying the personal information categories that each category of recipient obtained.
- If requested, we will provide your personal information to a third party, or in a format reasonably suitable for transfer to a third party (also called a data portability request).

Deletion Request Rights. You have the right to request that we delete any of your personal information that we collected from you and retained, subject to certain exceptions listed below. Once we receive and confirm your request, we will delete (and direct our service providers to delete) your personal information from our records, unless an exception applies.

We may deny your deletion request if retaining the information is necessary for us or our service providers to:

1. Complete the transaction for which we collected the personal information, provide a good or service that you requested, take actions reasonably anticipated within the context of our ongoing business relationship with you, or otherwise perform our contract with you.
2. Detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity, or prosecute those responsible for such activities.
3. Exercise free speech, ensure the right of another consumer to exercise their free speech rights, or exercise another right provided for by law.
4. Comply with a legal obligation.
5. Make other internal and lawful uses of that information that are compatible with the context in which you provided it. For example, keeping a record of what information we provided to you requires us to maintain some of your personal information.

We Do Not Sell Data. We do not sell any of your personal information.

Exercising Access, Opt Out, Data Portability, and Deletion Rights. To exercise the access, opt out, data portability, and deletion rights described above, please submit a request to us at sf@aquaticsciences.org.

Only you or an authorized agent may make a request related to your personal information. You may also make a request on behalf of your minor child. The Center is especially concerned with protecting the privacy of children who use The Center services. The Center fully supports and is in compliance with the Children's Online Privacy Protection Act, although nonprofit organizations are not subject to its provisions.

We cannot respond to your request or provide you with personal information if we cannot verify your identity or authority to make the request and confirm the personal information relates to you. The request must:

- Provide sufficient information to allow us to reasonably verify you are the person about whom we collected personal information or are an authorized representative of such person.
- Describe your request with sufficient detail to allow us to properly understand, evaluate, and respond to it.

Non-Discrimination

We will not discriminate against you for exercising any of your privacy choices or rights listed above. We will not do any of the following due to your decisions with respect to your data privacy choices:

- Deny you goods or services.
- Charge you different prices or rates for goods or services, including through granting discounts or other benefits, or imposing penalties.
- Provide you a different level or quality of goods or services.

- Suggest that you may receive a different price or rate for goods or services or a different level or quality of goods or services.

We reserve the right to amend this Notice at our discretion and at any time. When we make material changes to this Notice, we will update this website and change the Effective Date listed above.

You can contact us with questions or comments about our privacy practices or this Notice by contacting us at: sf@aquaticsciences.org.

Additional Rights Applying Only to Residents of the European Economic Area

Residents of the European Economic Area may:

- Request corrections be made to inaccurate personal information.
- Provide additional information to complete any incomplete personal information.
- Request, in certain situations, restrictions on processing of your personal information and object to processing of your personal information.

Additionally, no personal information of a resident of the European Economic Area will be used by The Center to make a decision regarding such resident solely by automated means without any human involvement or in connection with automated processing of personal data to evaluate certain things about an individual.

In addition to the rights and choices described above, you may limit and control the information provided to us in a number of ways. However, please keep in mind that you may not be able to use all features of our Services if you limit the information you share with us.

- You are not required to register for an account.
- You may update information provided in your online account by logging on to your account and editing that information.
- You may unsubscribe from promotional emails from us by following the unsubscribe link included in each such email or by emailing us at: sf@aquaticsciences.org
- Your browser and your device may provide you the option to limit the use of cookies or other Data Technologies. You should consult documentation for your browser or device for more information. Your device may have settings that allow you to prevent sharing geolocation information with us. You should consult your device's settings or help documentation for more information about exercising these options.