

APPALACHIAN TRAIL VOLUNTEER DATABASE

Privacy Policy

Effective April 30, 2009

Scope

This Privacy Policy describes how we handle your personal information for our services on the Volunteer Database. It applies generally to the [<http://atc.civicore.com>] website and content. This document describes how Volunteer Database user information is collected, stored, used and, in specific instances, shared with Organizational users. By accepting this Privacy Policy and Volunteer Agreement in registration, you expressly consent to our collection, storage, use and disclosure of your personal information as described in this Policy. Capitalized terms used in this Privacy Policy but not defined in this Privacy Policy have the meanings given them in the Volunteer Agreement.

Information You Will Be Asked To Provide When Using the Volunteer Database

If you choose to register as a volunteer with us in order to take advantage of the Volunteer Database, you will be asked to provide a name, a zip code, an email address, and a password of your choice. You may choose not to receive marketing communications from us or Organizational Users, other than automated service messages pertaining to Volunteer Opportunities for which you volunteer.

What Information Is Accessible to Organizational Users?

When you volunteer, your name and email address are provided to the Organizational User offering the Volunteer Opportunity. We will only share the information specified above with Organizational Users with whom you have volunteered using the Volunteer Database. Organizational Users cannot use the Volunteer Database to access information pertaining to volunteers or volunteer histories with other Organizational Users, with the exception that Organizational Users under the same corporate ownership may elect to share volunteer information between each other.

Emails from ATC

ATC sends automated service messages pertaining to upcoming or recent volunteer activities, such as confirmations, reminders, and/or invitations to provide volunteer feedback. While you cannot unsubscribe from all service messages, you may select not to receive future volunteer feedback invitation emails by following the “unsubscribe” instructions provided.

Where you have consented to receive marketing communications from ATC, you may from time to time receive communications relating to special offers and/or recommendations from ATC for volunteer opportunities. You may unsubscribe from the ATC email list at any time by following the directions provided in the email communications, by replying to the marketing

communications with “Unsubscribe” in the subject line, or by visiting your Profile page and choosing to opt out from receiving marketing communications.

Emails from Organizational Users

You may also consent to receive marketing communications from Organizational Users you choose. ATC plays no role in the content, frequency, timing or unsubscription process of any Organizational User’s marketing or other communications. If you would like to unsubscribe from an Organizational User’s marketing or other communications, please contact the appropriate Organizational User directly.

Purpose and Use of Your Personal Information

ATC may use your personal information for the following purposes:

1. to include your name as a volunteer in the volunteer opportunity you've selected, by providing your name, contact phone number and email address to that Organizational User,
2. to provide you with information about other products and services of the Volunteer Database,
3. to produce aggregate statistical data for the improvement of services offered by the Volunteer Database,
4. to provide you with Volunteer Opportunity recommendations based on your volunteer history,
5. for any other purposes related to those above.

Viewing Your Profile and Changing Your Personal Information

Once you log on to the Volunteer Database, you can view your personal information stored on the Volunteer Database **[by clicking on the "My Profile" link at the top of the page.]** In addition to being able to view your recent your volunteer history and volunteer feedback submissions, you may also view and change the following personal information: name, email address, password, phone number, birthday (if it has been provided by you), address (if it has been provided by you), special requests that should be forwarded to Organizational Users when volunteering (if they have been provided by you), and whether you would like to receive marketing communications from ATC or Organizational Users specified by you. You may also be eligible to provide and share notes and feedback for past volunteer activities. You at any time may contact ATC to request that all personal information be deactivated.

Cookies, Web Beacons & Logging

The log-in area on the Volunteer Database requires that your browser accept cookies. A cookie is a small amount of information that is sent from a web server to your browser and stored on your computer's hard drive. ATC uses cookies to verify that you are properly signed in, to display information for your primary dining location, and to highlight your pending reservations, for example. ATC may also use cookies from time to time to measure your response to new aspects

of the websites and/or emails in an effort to continually improve service and website usability. Please be aware that a cookie cannot spread computer viruses, retrieve any other data from your hard drive, or capture your email address.

You can erase or block cookies from your computer if you wish to do so (your internet browser help screen or manual will thoroughly explain this process), but certain Volunteer Database services, as well as parts of the website, may not work correctly or will not work at all if your browser is set not to accept cookies.

Web pages may contain electronic images (called a "single-pixel GIF" or "web beacon") that are used to count users who have visited that page, or to access certain cookies.

How ATC Uses Your Personal Information

ATC will **never** sell, rent, loan or otherwise distribute any of your personal information (including but not limited to your name, email address, phone number or any other identifiable information about you) to any third party without your prior expressed written consent, although ATC will pass certain information on to Organizational Users with whom you volunteer, only as described in the Volunteer Agreement.

ATC does use aggregate data (based partly on IP addresses of website visitors) collected through its website to analyze website usability, system performance and usage trends. While this data, in its aggregate form only, may be shared with third parties with whom ATC works to analyze it, the data will only be shared under the strictest terms of confidentiality and will never contain any personally identifiable information pertaining to any user of the Volunteer Database.

How Organizational Users May Use Your Personal Information

Organizational Users primarily use your information provided through the Volunteer Database to secure volunteers for various events. Additionally, as noted above, if you have given permission to an Organizational User to send email to your address, the Organizational User may then contact you. If permission is not given, your email address will not be passed on to any Organizational User.

Organizational Users are separate businesses from ATC. While ATC encourages them to comply with data protection requirements, ATC will not be responsible if these Organizational Users fail to comply with respect to your information. Any complaints or inquiries regarding use of your information by an Organizational User, or marketing communications from an Organizational User, should be addressed directly to the Organizational User in question.

Organizational Users may also have their own websites. ATC is not responsible for how these Organizational Users may collect your personal information through their own websites. Please contact the appropriate Organizational User regarding its website's privacy policy (if applicable) and how it will access or use your personal information.

How ATC Protects Your Personal Information

ATC uses a state-of-the-art multi-layer encryption algorithm and makes its best efforts to ensure that all of your user information is secure. In addition, ATC stores all of your personal information on a secure server. ATC employs a staff that regularly maintains the security of all

personal information stored, and that continually monitors and implements changes and improvements that become available in the electronic data security industry.

Changes in Privacy Policy

Any changes to our privacy policy will always be posted to this section of the website, along with the effective date of the new policy. All users should check this privacy policy page periodically to stay abreast of any such changes. We will **never** make changes to our privacy policy that violate any applicable privacy laws, including CAN-SPAM, Safe Harbor, PIPA, or other commercial privacy standards. For any material changes to the privacy policy (in situations where ATC changes the manner in which we handle your personal information), we will notify you via email or by placing a prominent notice on the homepage of our website

Disclosure, Correction, Suspension, of Use of Personal Information

If you wish to have ATC disclose to you the personal information held by ATC and the means through which ATC obtained such information, or if you desire the information's correction, suspension of use, or to be informed of the purpose of use by ATC, please contact ATC. (Contact information is provided in the "Contacting ATC" section below.) Upon receiving the request, ATC shall meet such request pursuant to the provisions of each applicable privacy regulation after it confirms that such request has been made by you personally.

Contacting ATC

If you wish to review or correct your information as set forth in the Volunteer Database, or inform us how you wish your Volunteer Database information to be used, please contact one of our Volunteer Database Administrators. You may contact our Volunteer Database Administrators by mail, e-mail or telephone as follows:

Mail: Volunteer Database Administrators, Appalachian Trail Conservancy, P.O. Box 807, Harpers Ferry, WV 25425

Email: volunteer@appalachiantrail.org

Phone: (304) 535-6331 x 107