

## **Cape Cod Commercial Fishermen's Alliance Privacy Policy**

Effective Date: 02/07/2023

This Privacy Policy explains how the Cape Cod Commercial Fishermen's Alliance collects, uses, and discloses personal information about our customers, prospective customers, and visitors to our website at <https://capecodfishermen.org/>.

### **COLLECTION OF PERSONAL INFORMATION**

**Information collected directly from you:** We may collect personal information directly from you, for example through a web form, during registration, while making a reservation, while setting up an account with us, when you contact us for customer support, or at checkout. Personal information we collect directly from you may include first and last name, address, email address, and phone number.

**Information collected from your device:** Our website may use technologies such as cookies, web beacons, pixels, and other similar technologies to automatically collect certain information from your device including, for example, your IP address, date and time of your visit, browser and operating system information, referring website address, and other information about how you interact with the website. Our website may also use cookies and similar technologies to enhance your user experience and enable certain features such as keeping track of items you put in your shopping cart. Our email campaigns may also use tracking technologies such as web beacons, pixels and other similar technologies to automatically collect certain information such as your IP address, browser type and version, and email engagement statistics.

**Information collected from our partners:** We may collect personal information about you from our third-party partners and combine it with other information that we collect. Personal information we collect from our partners may include, for example, your demographic information, shopping history, and geographic location.

### **USE OF PERSONAL INFORMATION**

We may use information collected about you for any lawful purpose, including the following:

- To provide you with our products and services, customer service and support, and other relevant information;
- To market our products and services to you, including by email and text message subject to your consent;
- To provide our website to you, to optimize our website, and to assist with our advertising and marketing efforts;
- To send you abandoned cart reminders if you added items to your shopping cart but did not complete check out;
- To comply with the law and to maintain the security of our website; or
- With your consent, or as otherwise disclosed at the time information is collected.

### **DISCLOSURE OF PERSONAL INFORMATION**

We may share the information we collect with other parties, including the following:

- With third-party service providers, including but not limited to Square and GiveSmart, to assist us with providing and marketing our products and services, such as payment processors, data hosting services, analytics services, online store support, advertising partners, and email service providers.

- With Constant Contact, to send email marketing and text message communications. For more information about how we may use your information with Constant Contact and the information that may be collected through our email campaigns, see Constant Contact's Customer Data Notice available at <https://www.constantcontact.com/legal/customer-contact-data-notice>.
- With any affiliates or joint venture partners that we may have in the future.
- If necessary to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights or the rights of third parties, or to protect the safety or security of any person or entity.
- With your consent or as otherwise disclosed at the time of data collection or sharing.
- We will never sell, rent or lease your personal information.

We may share information that has been de-identified or aggregated without limitation.

Our website may offer interactive features, such as the ability to leave reviews, that you can use to communicate with other website visitors or to submit and post your own content. If you disclose information in one of these forums, this information can be viewed, collected, and used by others.

#### **DIGITAL ADVERTISING & ANALYTICS**

Our advertising partners may use cookies and similar technologies on our website to automatically collect certain information from your device. These partners may also collect information from other websites or apps over time, including information about relationships among different browsers and devices. Such information could be used by our advertising partners to serve more relevant targeted ads. For more information about this type of advertising and how to opt out of targeted advertising from our advertising partners, go to [www.aboutads.info](http://www.aboutads.info).

We may also work with third parties that collect data about your use of our website and other sites or apps over time for non-advertising purposes. We use Google Analytics and other third-party services to improve the performance of the website and for analytics and marketing purposes. For more information about how Google Analytics collects and uses data when you use our website, visit [www.google.com/policies/privacy/partners](http://www.google.com/policies/privacy/partners), and to opt out of Google Analytics, visit [tools.google.com/dlpage/gaoptout](http://tools.google.com/dlpage/gaoptout).]

Your web browser may allow you to block or disable cookies; however, in the future parts of our website may not function properly if you do so.

#### **EMAIL AND TEXT MESSAGE COMMUNICATIONS**

If you wish to unsubscribe from our email campaigns, please click on the Unsubscribe link at the bottom of any marketing email sent from us. If you opt out of our email marketing, we will still send you messages related to our transactions and relationship with you, such as order confirmations.

If you wish to stop receiving text messages from us, reply STOP, QUIT, CANCEL, OPT-OUT, or UNSUBSCRIBE to any text message sent from us. For more information, see our Mobile Messaging Terms and Conditions available at [<https://capecodfishermen.org/wp-content/uploads/2023/03/SMS-Mobile-Terms-Conditions.pdf>].

#### **YOUR PRIVACY RIGHTS**

Your privacy rights are protected by our Written Information Security Program (WISP), as required by 201 CMR 17.00: these data security protocols are designed to comply with the Commonwealth of Massachusetts Data Security Regulations. The objectives of the protocols are to create effective

administrative, technical, and physical safeguards for the protection of personal information of residents of Massachusetts.

In the event of a breach of security, Fishermen's Alliance shall take the following steps as soon as practicable and without unreasonable delay:

- Any incident involving a breach, or potential breach, of security, shall be reported to the Data Security Coordinator, who shall document the incident and the responsive actions taken, or to be taken, in connection with such incident.
- The Data Security Coordinator shall report such incident to the CEO and conduct a post-incident review of the incident, the actions taken in response to such incident, and recommend safeguards/business practices to be implemented to prevent such an incident in the future.
- Depending on applicable state and federal laws, the incident may need to be reported to the affected persons as well as state and/or federal regulators.

#### **UPDATING YOUR INFORMATION**

When you have an account with us, you may review, change, or update your contact information by logging into your account. If you need to update your contact information and cannot log into your account, you may call us at 508-945-2432 or email [donate@capecodfishermen.org](mailto:donate@capecodfishermen.org).

#### **CHANGES TO THIS PRIVACY POLICY**

We may update this Privacy Policy at any time. Please review it frequently.

#### **CONTACT INFORMATION**

If you have any questions about this policy or our privacy practices, please contact us at [info@capecodfishermen.org](mailto:info@capecodfishermen.org)