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North Country Trail Association (NCTA) has created this privacy statement to demonstrate its commitment to privacy, describe our donor privacy practices, and describe our website's information gathering and dissemination practices.

NCTA Website

NCTA owns and operates the website northcountrytrail.org. This site provides information, resources and data to users and is also intended to raise awareness of and funding for NCTA. NCTA collects personal information, as offered by the user, to those who register on NCTA's website. NCTA is the sole owner of the information collected and takes every precaution to protect our users' Personally Identifiable Information. Visitors to the site are not required to provide Personally Identifiable Information in order to browse the valuable information included on the site.

What We Collect and Store Automatically

If you do nothing during your visit but browse through the website, read pages, or download information, we will gather and store certain information about your visit automatically. Please note that this information does not identify you personally in any way. The NCTA website uses Google Analytics to store anonymous traffic data, some of which may be stored in cookies. For more information refer to the Google Analytics website: <http://www.google.com/analytics/learn/privacy.html>

We use the information we collect in this fashion to count the number and type of visitors to the different pages on our site, and to help us make our site more useful to visitors. Our website logs do not identify you personally, and we make no attempt to link them with the individuals that actually browse the site.

Information Collected from Donors

The NCTA collects and uses various information from donors that includes, but is not limited to, amount donated, address, telephone number, donor comments and email address. Donor information may be collected online or through the mail. Tax laws in the United States require that NCTA retain contact information and the contribution level of donors on file.

Information Collected from Store Purchases

The NCTA collects the name, address, and information shared on the online form to ensure accurate and timely processing, shipment, and acknowledgment for all those who purchase items from our online store. Credit card information is processed by PayPal and is not retained by the NCTA.

Use of Information

Personal information may be used by NCTA to communicate with you, register you to receive information, allow purchasing and shipping of memberships and/or merchandise, and/or enable you to participate in and respond to invitations to special events. If you prefer not to receive these notices, please click on the SafeUnsubscribe link at the bottom of any NCTA e-mails.

We may occasionally make personal information available to select other organizations, including but not limited to agents working on our behalf, or companies or organizations with whom we have a contractual relationship. We may also provide aggregated, non-identifiable data to these and other organizations. Although we may make reasonable inquiries to determine that such other organizations maintain privacy policies comparable to NCTA's, we are not responsible for the enforcement of such policies. If you prefer that your information not be made available please contact us at hq@northcountrytrail.org to opt-out.

NCTA may use personal information to send updates and notices to donors and/or registered web users via e-mail or direct mail. NCTA may also use your personal information to contact you by email, mail or by telephone regarding special offers or updated information about NCTA. If you do not wish to be contacted, please contact us at hq@northcountrytrail.org.

NCTA will, in addition, use contact information to:

- Distribute receipts for donations

- Thank donors for their donations
- Perform internal analysis and record keeping
- Report to relevant US and State agencies (these reports are not for public inspection)

Donors may be listed in NCTA's Annual Report, unless the donor requests anonymity for their donation.

Financial Information

All access to donor financial information is strictly limited to staff and leadership who need access to this data for NCTA tasks. No such data are given to any person, organization or group who does not need to access those data.

Online Store and Donor Payments

Online credit card information is not retained by the NCTA. Order payments are made and collected by the individual's PayPal account. Individual credit card information is not available to the NCTA in this process.

Links

NCTA's website contains links to other sites. Please be aware that NCTA is not responsible for the content or the privacy practices of any other website including but not limited to those for which we provide links. We encourage our users to be aware when they leave our site and to read the privacy statements of every website that collects Personally Identifiable Information. This privacy statement applies solely to information collected by NCTA's website as noted earlier.

Changes to Our Policy

NCTA's Privacy Policy is intended to provide you with the safest and most secure experience possible. Since offerings and technologies change, we reserve the right to change, modify, add or remove portions of our privacy policy at any time without prior notice. Please periodically review our policy for changes. If you have any questions, or would like further clarification, please e-mail us at hq@northcountrytrail.org or contact North Country Trail Association, 229 E. Main St. Lowell, MI 49331.