

Privacy Policy

Effective as of December the 5, 2019

Protecting your private information is our priority. This Privacy Policy applies to 1536 Wynkoop Street and The Alliance Center (“The Alliance Center,” “we,” “our,” or “us”) and governs data collection and usage. For the purposes of this Privacy Policy, unless otherwise noted, all references to The Alliance Center include 1536 Wynkoop Street and The Alliance. By using The Alliance website (the “Site”), you consent to the data practices described in this Privacy Policy.

Before you use or submit any information through or in connection with the services provided through our Site (the “Services”), please carefully review this Privacy Policy. By using any part of the Services, regardless of how you access the Services, you consent to the collection, use, and disclosure of your information as further outlined in this Privacy Policy. **IF YOU DO NOT AGREE TO THIS PRIVACY POLICY, PLEASE DO NOT USE THE SERVICES.**

We will continue to evaluate this Privacy Policy as we update and expand the Services and our offerings, and we may make changes to the Privacy Policy accordingly. Any changes will be posted here and you should check this page periodically for updates. Your continued use of the Services will signify acceptance of the terms of the updated Privacy Policy.

Collection of Your Personally Identifiable Information

Through your use of the Site and Services, we may collect Personally Identifiable Information from you. “Personally Identifiable Information” is individually identifiable information about an individual that we collect online and that we maintain in an accessible form. We collect Personally Identifiable Information in multiple ways, including when you provide it directly to us, and when we passively collect it from you, such as from your browser or device.

Information You Provide

You may provide certain Personally Identifiable Information to us when you elect to use certain products or Services available on the Site. These may include:

- *Email.* If you send us an email message, we will collect your email address and any other information you chose to provide in the email;
- *Payments.* If you submit your credit card or other payment information when ordering, purchasing products and services on our Site or making a donation, we will collect your name, address, and credit card information; We are using a third party payment processor for this purpose. Please refer to the “Third-Party Processors” paragraph of this policy for more information.
- *Joining Campaigns.* If you join a campaign, an initiative, or a program of the Alliance Center, we will collect your name, last name, job title, phone number, email address, as well as your organization name, and organization mailing, address.

Information as You Navigate Our Site

We automatically collect certain Personally Identifiable Information through your use of the Site and Services, such as the following:

- *Usage Information.* We collect information automatically through your use of the Site and Services, such as which of the pages on the Site you access, the frequency of access, and what you click on while on the Site.
- *Device Information.* We collect information about the device you are using, such as hardware model, operating system, application version number, and browser.
- *Mobile Device Information.* In addition to the Device Information listed above, when you access our Site via a browser on your mobile device, we collect and aggregate information about whether you are accessing the Site via a mobile device or tablet, device type, and carrier.
- *Location Information.* We collect location information from Site visitors on a city-regional basis.
- *Third Party Information*

In some cases, we may receive certain Personally Identifiable Information from you about a third party. For example, as part of our registration process, you may provide the name and email address of a third party. If you submit any Personally Identifiable Information about another individual to us, you are responsible for making sure that you have the authority to do so and to allow us to use their Personally Identifiable Information in accordance with this Privacy Policy.

User-Generated Content

While joining our Best for Colorado commit to action campaign on our website, you may be able to upload or send us through emails comments, photographs and other information such as your organization name, mailing address, statement on the social and environmental practices your organization lead, and commitments your organization is willing to take to join the campaign (collectively, “User Content”).

Some of this User Content may be made publicly available on our website, for instance the organization name, its mailing address, its industry category and the commitments the company has made to participate in the campaign.

We may also use some of the User Content your share with The Alliance Center to promote your organization and its participation to the Best for Colorado commit to action campaign. For instance, we may use on our social media and in our newsletter your organization name, the commitments they have made or any statement you shared with The Alliance Center while joining the campaign.

User Content may be publicly available, and we cannot limit how others may use such User Content. By contributing User Consent, you agree that you are at least 18

years old; own, control, or otherwise have the rights to such User Content; and your User Content does not infringe or violate the rights of any third parties. You hereby grant us a non-exclusive, royalty-free, worldwide, perpetual, transferable, irrevocable, and fully sublicensable right to use, reproduce, modify, adapt, publish, sell, assign, translate, create derivative works from, distribute and display any User Content in whole or in part, as well as your name and other identifying information, including without limitation any social media identifier, handle, profile picture, image, likeness, posts, statements or other information available or provided by you, in any form, media, or technology, whether now known or hereafter developed in connection with our marketing, advertising and promotional activities referred to above.

If you want the Alliance Center to stop displaying this content please contact The Alliance Center as described in the “**Contact Us**” section below.

How We Use Your Personally Identifiable Information

We use the Personally Identifiable Information we collect to provide the Services to you, to improve our Services and Site, and to protect our legal rights. In addition, we may use the Personally Identifiable Information we collect to:

- Process your participation to our program and offering;
- Process your purchases or donations;
- Contact you regarding our products and services that we feel may be of interest to you;
- Communicate with you about our Site or Services or to inform you of any changes to our Site or Services;
- Provide support;
- Maintain and improve our Site and Services;
- Defend our legal rights and the rights of others;
- Efficiently maintain our business; and
- Comply with applicable law.

How We Share Your Personally Identifiable Information

We may share the information that we collect about you in the following ways:

- With service providers who perform data services on our behalf (e.g., email, hosting, maintenance, backup, analysis, etc.). All such third parties are prohibited from using your information except to provide these services to The Alliance, and they are required to maintain the confidentiality of your information;

- To service providers to prepare, deploy and analyze advertising content;
- To the extent that we are required to do so by law;
- In connection with any legal proceedings or prospective legal proceedings;
- To establish, exercise, or defend our legal rights, including providing information to others for the purposes of fraud prevention;
- To any person who we reasonably believe may apply to a court or other competent authority for disclosure of that Personally Identifiable Information where, in our reasonable opinion, such court or authority would be reasonably likely to order disclosure of that Personal Information;
- To any other person or entity as part of any business or asset sale; and
- To any other person or entity where you consent to the disclosure.

The Alliance does not sell, rent or lease its customer lists to third parties.

Use of Cookies

The Site may use “cookies” to help you personalize your online experience. A cookie is a text file that is placed on your hard disk by a web page server. Cookies cannot be used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you, and can only be read by a web server in the domain that issued the cookie to you.

One of the primary purposes of cookies is to provide a convenience feature to save you time. The purpose of a cookie is to tell the Web server that you have returned to a specific page. For example, if you personalize The Alliance pages, or register with Site or Services, a cookie helps The Alliance to recall your specific information on subsequent visits. This simplifies the process of recording your personal information, such as billing addresses, shipping addresses, and so on. When you return to the same Site, the information you previously provided can be retrieved, so you can easily use The Alliance features that you customized.

The Alliance also may use cookies to keep track of the websites and pages our users visit within The Alliance, in order to determine what The Alliance Services are the most popular. This data is used to deliver customized content and advertising within The Alliance to customers whose behavior indicates that they are interested in a particular subject area.

You have the ability to accept or decline cookies. Most Web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. If you choose to decline cookies, you may not be able to fully experience the interactive features of Site or Services.

Google Analytics

We use Google Analytics, a web analytics service provided by Google, Inc. Google Analytics uses Cookies or other tracking technologies to help us analyze how users interact with the Site and Services, compile reports on their activity, and provide other services related to their activity and usage. The technologies used by Google may collect information such as your IP address, time of visit, whether you are a returning visitor, and any referring website. The technologies used by Google Analytics do not gather information that personally identifies you. The information generated by Google Analytics will be transmitted to and stored by Google and will be subject to Google's [privacy policies](#). To learn more about Google's partner services and to learn how to opt-out of tracking of analytics by Google, click [here](#).

Third-Party Processors

To ensure that your Personally Identifiable Information receives an adequate level of protection, we have put in place appropriate procedures with the service providers we share your Personally Identifiable Information with to ensure that your Personally Identifiable Information is treated by those service providers in a way that is consistent with and which respects the applicable laws on data security and privacy. For example, we use service providers to process your credit card transactions. We do not collect or receive the information provided to payment processors.

Security

We maintain commercially reasonable security measures to protect the Personal Information we collect and store from loss, misuse, destruction, or unauthorized access. However, no security measure or modality of data transmission over the Internet is 100% secure. Although we strive to use commercially acceptable means to protect your Personal Information, we cannot guarantee absolute security.

Links

This Site contains links to other websites, including websites operated by unrelated third parties. Linked websites are not under our control and we are not responsible for the content or privacy practices of such other websites. We encourage our users to be aware when they leave our Site and to read the privacy statements of any other website that collects personally identifiable information.

Children Under Thirteen

The Alliance does not knowingly collect Personally Identifiable Information from children under the age of thirteen. If you are under the age of thirteen, you must ask your parent or guardian for permission to use this Site.

E-mail Communications

From time to time, The Alliance may contact you via email for the purpose of providing announcements, promotional offers, alerts, confirmations, surveys, and/or other general communication. In order to improve our Services, we may receive a notification when you open an email from The Alliance or click on a link therein.

If you would like to stop receiving marketing or promotional communications via email from The Alliance, you may opt out of such communications by contacting the Alliance Center at communications@thealliancecenter.org or by clicking on the unsubscribe tag in the email announcement if there is one.

Contact Us

The Alliance welcomes your questions or comments regarding this Privacy Policy. If you have any questions or comments, please contact The Alliance at:

The Alliance Center

Ste 100

1536 Wynkoop Street

Denver, Colorado 80202

Email Address: communications@thealliancecenter.org

Telephone: (303) 572-1536