



Privacy Policy

Last Updated: June 7, 2021

The Water Conservation Garden ("The Garden") takes your privacy seriously and cares about how your information is collected, used, stored and shared. This document describes our privacy policy for transactions conducted in person, via email, postal mail and through our website and third-party applications. By using The Water Conservation Garden website, you consent to the data practices described in this statement.

Information We Collect

While using our website, we may ask you to provide us with certain personally identifiable information that can be used to contact or identify you ("Personal Data"). Personally, identifiable information may include, but is not limited to: email address, first name and last name, phone number, address, state, zip code, city, cookies and usage data. If you choose to provide your payment or credit card information to The Water Conservation Garden, we will use that information for the purposes for which it was provided. We do not store credit card or other payment information. We may collect this information using technology, including but not limited to such as GPS and Wi-Fi. The Water Conservation Garden also supports the [Donor Bill of Rights](#).

How We Collect It

We may collect information directly from you. For example, if you make a payment online or register for an account. We may collect information using tracking tools like browser cookies, which collect information about the browser and device you're using, your IP address, your location, the site you came from, the site you visit when you leave us, and how you used or didn't use our site.

Why We Collect It

We may use the information we collect to provide customer support, notify you about changes to our service, maintain our services, and allow you to participate in interactive functions. We may use your information to make our website, products, and services better. The Garden's website may use data analytics and work with certain third party service providers, such as Google Analytics, to help us understand and improve the use of our Services. These third party service providers may collect information sent by your device as part of a web page request, such as cookies or your IP address. Third party ad partners may also share information with us to help us measure and tailor ads. We may also use the information to contact you with newsletters, marketing or promotional materials and other information that may be of interest to you. You may opt out of receiving any, or all, of these communications from us by following the unsubscribe link or the instructions provided in any email we send. We also use information for security purposes, to protect the Garden, our customers, and our websites. This includes to detect or prevent unlawful behavior.

How We Use Cookies

The Water Conservation Garden website uses “cookies” to help you personalize your online experience. A cookie is a text file that is placed on your hard disk by a webpage server. Using cookies can help tailor your needs, likes and dislikes by gathering and remembering information about your preferences. Cookies are commonly utilized by most Internet users.

We use cookies to identify which pages are being used. This helps us analyze data about webpage traffic and improve our website in order to tailor it to customer needs. Overall, cookies help us provide you with a better website by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

Security of Data

The security of your personal information is important to us and we take reasonable precautions to protect it. However, no data transmission over the Internet can be guaranteed to be totally secure. The Water Conservation Garden secures the personal information you provide on computer servers in a controlled, secure environment, protected from unauthorized access, use or disclosure. We strive to protect your personal information, but we cannot ensure or warrant the security of any information which you send to us, and you do so at your own risk.

Links to Other Sites

Our website may contain links to other sites that are not operated by us. If you click a third party link, you will be directed to that third party’s website. We strongly advise you to review the Privacy Policy of every website you visit. We have no control over and assume no responsibility for the content, privacy policies or practices of any third party websites or services.

Use and Disclosure

We may share information with third parties, including those who perform services on our behalf. For example, we share information with vendors who help us manage our IT infrastructure, and we may share user information in the aggregate with third parties, such as advertisers and other businesses. We may share information with our business partners, such as organizers of an event. We also may share information if required to comply with the law or to protect ourselves.

The Water Conservation Garden will use that information for the purposes for which it was provided. We will not sell your name, address or phone number. We will never send mailings on behalf of other organizations to our donors, and we will never share a donor’s personal information without their specific permission.

Donor names may be featured in recognition lists with other donors at their associated giving level in The Water Conservation Garden publications such as the website, newsletter or annual report. If you wish to remain anonymous, please update your privacy setting by contacting The Water Conservation Garden at info@thegarden.org.

We keep your information as long as it is necessary or relevant for our business. We also keep information to resolve disputes, enforce our agreement or as otherwise required by law.

Children’s Privacy

The Garden’s website and applications are not directed toward children under 13 years of age nor does The Water Conservation Garden knowingly collect information from children under 13. We request that children under 13 years of age do not submit any personal information through

our services. If you are a parent or legal guardian and think your child under 13 has given us information, you can email us at info@thegarden.org.

Your Choices and Rights

You have certain choices about how we use your information. You can opt out of receiving our marketing emails. To stop receiving our promotional emails, please email us at marketing@thegarden.org or follow the instructions in any marketing email you get from us. You can also change your preferences in your account. It may take approximately 14 days to process your request. Even if you opt out of getting marketing emails, you still may receive transactional messages, such as a confirmation of payment.

You can control cookies and tracking tools used on our website by visiting the link on our landing page. You can control tools on your mobile devices. For example, you can turn off the GPS locator on your device.

Your California Privacy Rights

If you are a California resident, California law may provide you with additional rights regarding our use of your personal information. To learn more about your California privacy rights, visit <https://oag.ca.gov/privacy/ccpa>.

California's "Shine the Light" law (Civil Code Section § 1798.83) permits users of our Site that are California residents to request certain information regarding our disclosure of personal information to third parties for their direct marketing purposes. To make such a request, please send an email to info@thegarden.org.

Changes to This Statement

The Water Conservation Garden may, from time to time, amend this Privacy Policy. We will post any revisions to the Services, and we advise you to check back periodically. The "Last Updated" reference at the top of this page indicates when we last revised this Privacy Policy. Any changes to this Privacy Policy will become effective when we post the revised Privacy Policy. By visiting our website, you are accepting the practices described in this Privacy Policy.

Contact Information

If you have any questions about this Privacy Policy or our privacy practices, please contact us by email at info@thegarden.org or by phone at (619) 660-0614.