



## Privacy Policy

Lovelane Special Needs Horseback Riding Program places a high priority on protecting your privacy. This privacy policy was created in order to demonstrate Lovelane's firm commitment to the privacy of our donors, families, volunteers, guests and website users. When you provide personal information to Lovelane via our website or in person, we believe you should be aware of our policies designed to protect the confidentiality of this information.

Personal information is protected by Lovelane. Employees are subject to a strict employment policy regarding confidentiality. Lovelane takes substantial precautions in seeking to ensure our systems are secure and meet industry standards.

The information you submit will be retained by Lovelane in a database maintained by Lovelane staff, and will be used by Lovelane to complete your request and/or in providing our services.

**Lovelane will not trade, share or sell a donor's personal information with anyone else, nor send donor mailings on behalf of other organizations.**

A donor's information such as name, amount of donation, address, telephone and email address and date of gift is added to our database for future mailings and communications from which the donor can request by mail or electronic communication or telephone to be removed.

### Opt-Out

If you receive communication from Lovelane Special Needs Horseback Riding and wish not to, you may opt to remove your name from our mailing list. To opt out of receiving communications, please send a written letter or email providing your exact name and address to: Database Administrator, Lovelane Special Needs Horseback Riding Program, 40 Baker Bridge Rd., Lincoln, MA 01773 or at [mail@Lovelane.org](mailto:mail@Lovelane.org).

### **How You can Review or Correct Your Information**

You can review your personally identifiable information that we collect online and maintain by contacting our Development Department. You can correct factual errors in your personally identifiable information by sending us a request (a written letter or email) that credibly shows error. To protect your privacy and security, we will take reasonable steps to verify your identity before granting access to information or making corrections. Contact our Development Department: Lovelane Special Needs Horseback Riding Program, 40 Baker Bridge Rd., Lincoln, MA 01773 or at [mail@Lovelane.org](mailto:mail@Lovelane.org).

## **Website and E-Mail and the Lovelane E-newsletter**

### **What Personally Identifiable Information is Collected**

Individuals can opt-in to receiving our newsletters and emails by voluntarily providing us with contact information (typically name and email address) through the [lovelane.org](http://lovelane.org) website. We may use this information for specific, limited purposes. You may always "opt out," either now or at any time in the future, if you do not wish to receive our newsletters or messages.

### **IP addresses**

Lovelane Special Needs Horseback Riding Program uses your IP address to help diagnose problems with our server, to administer [www.Lovelane.org](http://www.Lovelane.org), and for statistical metrics used to track website visitor traffic.

### **Cookies**

The Lovelane website uses "cookie" messages to automatically help provide better services. They remind us who you are and your preferences for our website based on what you've done and told us before. The "cookie" is placed in your computer and is read when you come back to our website. Cookies let us take you to the information and features you're particularly interested in. They also let us track your usage of [www.Lovelane.org](http://www.Lovelane.org), so we know which parts of our sites are most popular. You can reject cookies or cancel them by instructing your Web browser accordingly.

### **How Your Information May Be Used**

We use your personal information to provide you with personalized service; to send e-mail alerts to you; and to answer your requests. You may choose to opt out at any time, which will cease all communications from us. We may also use your information to track visitors of our

website. This lets us see which of our features are the most popular so we can better serve our users' needs. It also lets us provide aggregate data about our traffic (not identifying you personally, but showing how many visitors used which features, for example) to outside parties.

### **Email Privacy**

Lovelane does not provide, sell, or rent email addresses to anyone outside the organization. All advertising and solicitation emails generated by Lovelane have an “unsubscribe” button at the bottom of the email where the donor can choose to “opt out.”

### **External Links**

[www.Lovelane.org](http://www.Lovelane.org) includes links to external websites. These links do not fall under the [www.lovelane.org](http://www.lovelane.org) domain, and Lovelane Special Needs is not responsible for the privacy practices or the content of external websites. Your use of any linked website is solely at your own risk.

### **Modifications**

This Policy may be changed or updated from time to time. By visiting Lovelane Special Needs Horseback Riding Program at [www.lovelane.org](http://www.lovelane.org), you accept the practices described in this Policy.

For any questions regarding the Lovelane Privacy Policy, please contact our Associate Executive Director at 781-259-1177 x22.