



PRIVACY POLICY - COMMITMENT TO YOUR PRIVACY



This site is owned and operated by Wild Bird Centers of America, Inc. (WBCA) Your privacy on the Internet is of the utmost importance to us. At WBCA, we want to make your experience online satisfying and safe.

Because we gather certain types of information about our users, we feel you should fully understand our policy and the terms and conditions surrounding the capture and use of that information. This privacy statement discloses what information we gather and how we use it.

INFORMATION WBCA GATHERS AND TRACKS

WBCA gathers two types of information about users:

- Information that users provide through optional, voluntary submissions. These are voluntary submissions to register for our electronic newsletters, to request franchise information or information about our company, to email a friend, and from participation in our "Ask Dr. Horn!" service.
- Information WBCA gathers through aggregated tracking information is derived mainly by tallying page views throughout our sites. This information allows us to better tailor our content to readers' needs and to help our advertisers and sponsors better understand the demographics of our audience. Providing such aggregated demographic data is essential to keeping our web site content adequate and free to users. Under no circumstances does WBCA divulge any information about an individual user to a third party.

WBCA gathers user information in the following processes:

Optional Voluntary Information

We offer the following free services, which require some type of voluntary submission of personal information by users:

1. Electronic newsletters policy

In the future we may offer *WILD BIRD NEWS*, a free electronic newsletter. WBCA gathers the email addresses and zip codes of users who voluntarily register for this newsletter service. Users may remove themselves from this mailing list by following the link provided in every web page referring to this newsletter that points users to the subscription management page "Unsubscribe".

2. Information Request Forms policy

Site users can request franchise information or information about the WBCA through two separate info request forms, where they voluntarily submit their contact information. WBCA gathers that information to use only in order to service the submitted requests. The contact information provided is not used for any other purpose.

3. "E-mail this to a friend" policy

Our site users can choose to electronically forward a link to WBCA's web site to someone else by clicking "E-mail this site to a friend". The user must provide their email address, as well as that of the recipient. This information is used only in the case of transmission errors and, of course, to let the recipient know who sent the email. The information is not used for any other purpose.

4. "Ask Dr. Horn!" Service

Site users can send questions to the Director of Research at the WBCA Headquarters' office through a separate info request form, where they voluntarily submit their contact information and question(s). WBCA gathers that information in order to service submitted requests.

Children

Consistent with the Federal Children's Online Privacy Protection Act of 1998 (COPPA), WBCA will never knowingly request personally identifiable information from anyone under the age of 13 without requesting parental consent.

Usage tracking

WBCA tracks user traffic patterns throughout all of our sites. However, we do not correlate this information with data about individual users. WBCA does break down overall usage statistics according to a user's domain name, browser type, and MIME type by reading this information from the browser string (information contained in every user's browser).

WBCA may track and catalog search terms that users enter in our Search function, but this tracking is never associated with individual users. WBCA uses tracking information to determine which areas of our sites users like and don't like based on traffic to those areas. We do not track what individual users read, but rather how well each page performs overall. This helps WBCA continue to build a better service for you.

Cookies

WBCA may place a text file called a "cookie" in the browser files of your computer. The cookie itself does not contain personal information although it will enable us to relate your use of this site to information that you have specifically and knowingly provided. A cookie cannot read data from your hard disk or read cookie files created by other sites. WBCA uses cookies to track user traffic patterns (as described above). You can refuse cookies by turning them off in your browser. If you've set your browser to warn you before accepting cookies, you will receive the warning message with each cookie. You do not need to have cookies turned on to use this site.

Links to other sites

WBCA's web sites have links to the sites of our partners and other web sites. When WBCA users visit other sites through these links, they are no longer considered to be on a WBCA site and are subject to the privacy policy of the new site.

USE OF INFORMATION

WBCA uses any information voluntarily given by users to enhance their experience in our network of sites, whether to provide interactive or personalized elements on the sites or to better prepare future content based on the interests of users.

As stated above, we use information that users voluntarily provide in order to send out electronic newsletters and to supply users with requested information. WBCA may send out newsletters to subscribers on a regular schedule (depending on the newsletter), and occasionally send out special editions when WBCA thinks subscribers might be particularly interested in something. WBCA never shares newsletter mailing lists with third parties, including advertisers, sponsors or partners.

When WBCA uses tracking information to determine which site areas of our sites users like and don't like based on traffic to those areas, WBCA does not track what individual users read, but rather how well each page performs overall. This helps us continue to build a better service for you. We may track search terms entered in Search function as one of many measures of what interests our users. But we do not track which terms a particular user enters.

WBCA may create aggregate reports on user demographics and traffic patterns for use by our Franchise Development office, but WBCA does not track or target individual users. We will not disclose any information about any individual user except to comply with applicable law or valid legal process or to protect the personal safety of our users or the public.

SHARING OF THE INFORMATION

WBCA uses the above-described information to better understand our audience's demographics and tailor our content to suit your needs. This is essential to keeping our service free. WBCA will not share information about individual users with any third party, except to comply with applicable law or valid legal process or to protect the personal safety of our users or the public.

SECURITY

WBCA operates secure data networks protected by industry standard firewall. WBCA's security and privacy policies are periodically reviewed and enhanced as necessary and only authorized individuals have access to the information provided by our users.

OPT-OUT POLICY

WBCA gives users options wherever necessary and practical. Such choices include:

- **Opting not to register to receive our electronic newsletters.**
- **Opting not to request information or use our interactive on-line services, which completely alleviates the need to gather any personally identifiable information from our users.**

YOUR CONSENT

By using this site, you consent to the collection and use of information described in this document by WBCA. If WBCA decides to change our privacy policy, WBCA will post those changes on this page so that you are always aware about information we collect, how we use it, and under what circumstances WBCA may disclose it.

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