

Privacy Policy

Effective date: November 8, 2022

We at the Boulder Watershed Collective (“BWC”) know that you care about how your personal information is used and shared, and we take your privacy seriously. Please read the following to learn more about our Privacy Policy. By using or accessing the App Services in any manner, you acknowledge that you accept the practices and policies outlined in this Privacy Policy, and you hereby consent that we will collect, use, and share your information in the following ways.

Remember that your use of our Services is at all times subject to that which incorporates this Privacy Policy.

Note that while the content you share on the BWC Take a Hike App may be anonymous, it is not private; it is posted for all other users to see and use.

What does this Privacy Policy cover?

This Privacy Policy covers our treatment of personally identifiable information (“Personal Information”) that we gather when you are accessing or using our Services, but not to the practices of companies we don’t own or control, or people that we don’t manage. We gather various types of Personal Information from our users, as explained in more detail below, and we use this Personal Information internally in connection with our Services, including to personalize, provide, and improve our services, to allow you to set up a user account and profile, to allow you to reveal your identity when responding to content posted by contacts in your phone book, to contact you and allow other users to contact you, to fulfill your requests for certain products and services, and to analyze how you use the Services. In certain cases, we may also share some Personal Information with third parties, but only as described below.

We do not knowingly collect or solicit personal information from anyone under the age of 13. If you are under 13, please do not attempt to register for the Services or send any personal information about yourself to us. If we learn that we have collected personal information from a child under age 13, we will delete that information as quickly as possible. If you believe that a child under 13 may have provided us personal information, please contact us at hello@boulderwatershedcollective.org.

Will BWC ever change this Privacy Policy?

Yes, we may need to change this Privacy Policy from time to time as well, but we will alert you to changes by placing a notice on our website, by sending you an email, by including a notice in the app, and/or by some other means. Please note that if you’ve opted not to receive legal notice emails from us (or you haven’t provided us with your email address), those legal notices will still govern your use of the Services, and you are still responsible for reading and understanding them. If you use the Services after any changes to the Privacy

Policy have been posted, that means you agree to all of the changes. Use of information we collect now is subject to the Privacy Policy in effect at the time such information is collected.

What Information does our App Collect?

Information You Provide to Us:

We receive and store any information you knowingly provide to us. For example, we may collect Personal Information such as your photo, first name, phone number, email address, location, and demographic information; we may also ask you to authenticate your third-party account credentials in order to share BWC content via third-party networks, such as Twitter. If you provide your third-party account credentials to us or otherwise sign in to provide authorization for the Services through a third party site or service, you understand some content and/or information in those accounts (“Third Party Account Information”) may be transmitted into your account with us if you authorize such transmissions, and that Third Party Account Information transmitted to our Services is covered by this Privacy Policy; for example, if you link your Facebook or Twitter accounts to your Services account. Certain information may be required to register with us or to take advantage of some of our features.

We may communicate with you if you’ve provided us the means to do so. For example, if you’ve given us your phone number and/or email address, we may send you organizational updates or notify you about your use of the App. Also, we may receive a confirmation when you open a text message or email from us. This confirmation helps us make our communications with you more interesting and improve our services. We may use the phone contacts, location, and/or demographic information you provide and content that you post in order to serve you targeted content that we think is relevant to you (for example, when serving you content, we may prioritize content posted by contacts in your phone book, or if you’ve shared your location and/or demographic information with us, we may prioritize content posted by other users located near you and/or with similar demographics).

This app collects location data to enable user-geofenced locations, proximity to geofences, & location on the trail when the app is in use and even in the background when the app is not being used.

Information Collected Automatically:

Whenever you interact with our App, we automatically receive and record information on our server logs from your browser or device, which may include your IP address, device identification, “cookie” information, the type of device and/or browser you’re using to access our Services, and the page or feature you requested. “Cookies” are identifiers we transfer to your browser or device that allow us to recognize your browser or device and tell us how and when pages and features in our Services are visited and by how many people. You may be able to change the preferences on your browser or device to prevent or limit your device’s acceptance of cookies, but this may prevent you from taking advantage of some of our features. If you click on a link to a third party website or service, such third party may also transmit cookies to you. Again, this Privacy Policy does not cover the use of cookies by any third parties, and we aren’t responsible for their privacy policies and practices.

We may use this data to customize content for you that we think you might like, based on your usage patterns. We may also use it to improve the Services – for example, this data can tell us how often users use a particular feature of the Services, and we can use that knowledge to make the Services interesting to as many users as possible.

Will BWC Share Any of the Personal Information it Receives?

We neither rent nor sell your Personal Information in personally identifiable form to anyone. However, we may share your Personal Information with third parties as described in this section:

Information that's no longer personally identifiable: We may anonymize your Personal Information so that you are not individually identified, and provide that information to our partners. We may also provide aggregate usage information to our partners, who may use such information to understand how often and in what ways people use our Services, so that they, too, can provide you with an optimal online experience. However, we never disclose aggregate usage information to a partner in a manner that would identify you personally, as an individual.

Affiliated Businesses: In certain situations, businesses or third party websites we're affiliated with may sell or provide products or services to you through or in connection with the Services (either alone or jointly with us). You can recognize when an affiliated business is associated with such a transaction or service, and we will share your Personal Information with that affiliated business only to the extent that it is related to such transaction or service. One such service may include the ability for you to automatically transmit Third Party Account Information to your Services profile or to automatically transmit information in your Services profile to your third party account; for example, if you share content you've posted on the Services through Twitter, then certain demographic information you've specified may be shared along with your original entry in the app. We have no control over the policies and practices of third party websites or businesses as to privacy or anything else, so if you choose to take part in any transaction or service relating to an affiliated website or business, please review all such business' or websites' policies.

Agents: We employ other companies and people to perform tasks on our behalf and need to share your information with them to provide products or services to you. Unless we tell you differently, our agents do not have any right to use the Personal Information we share with them beyond what is necessary to assist us.

User Profiles and Submissions: Certain user profile information, such as your photo, first name, location, and/or demographics may be displayed to other users to facilitate user interaction within the Services or address your request for our services. Please remember that any content you post or upload, along with any Personal Information or content that you voluntarily disclose online in a manner other users can view (on discussion boards, in messages and chat areas, etc.) becomes publicly available, and can be collected and used by anyone. PLEASE DO NOT PUBLICLY POST ANY OF YOUR PERSONAL INFORMATION OR ANY OTHER USER'S OR THIRD PARTY'S PERSONAL INFORMATION ON THE SERVICES.

BWC RESERVES THE RIGHT, BUT DOES NOT HAVE THE OBLIGATION, TO REMOVE ANY SUCH INFORMATION.

Business Transfers: We may choose to buy or sell assets. In these types of transactions, customer information is typically one of the business assets that would be transferred. Also, if we (or our assets) are acquired, or if we go out of business, enter bankruptcy, or go through some other change of control, Personal Information could be one of the assets transferred to or acquired by a third party.

Protection of BWC and Others: We reserve the right to access, read, preserve, and disclose any information that we believe is necessary to comply with law or court order; enforce or apply our and other agreements; or protect the rights, property, or safety of BWC, our employees, our users, or others.

Is Personal Information about me secure?

We authenticate your account using your phone number for your privacy and security. You must prevent unauthorized access to your account by limiting access to your computer or device and browser as appropriate.

We endeavor to protect the privacy of your account and other Personal Information we hold in our records, but unfortunately, we cannot guarantee complete security. Unauthorized entry or use, hardware or software failure, and other factors, may compromise the security of user information at any time.

What Personal Information can I access?

You may access, and, in some cases, edit or delete information you've provided to us, which may include, without limitation:

photo

first name

phone number

location

gender

age

other demographic information you've provided

email address

The information you can view, update, and delete may change as the Services change. If you have any questions about viewing or updating information we have on file about you, please contact us at.

What choices do I have?

You can always opt not to disclose information to us, but keep in mind some information may be needed to register with us or to take advantage of some of our features.

You may be able to add, update, or delete information as explained above. When you update information, however, we may maintain a copy of the unrevised information in our records. Some information may remain in our records after your deletion of such information from your account. We may use any aggregated data derived from or incorporating your Personal Information after you update or delete it, but not in a manner that would identify you personally.

What if I have questions about this policy?

If you have any questions or concerns regarding our privacy policies, please send a detailed message to hello@boulderwatershedcollective.org and we will try to resolve them.