

PRIVACY POLICY

Thank you for visiting the **Galapagos Marine Life App** (the “App”). The following Privacy Policy describes what information the App gathers about its users, what information the App stores in its secure database and how the App might use that information.

About the App

The Galapagos Marine Life App is a citizen science tool designed to help monitor marine species in the Galapagos Marine Reserve. The Galapagos Marine Life was developed collaboratively by Professor Cleveland P. Hickman, Jr., Galapagos Conservancy and the Galapagos National Park Directorate. It is owned by Cleveland P. Hickman, Jr. and managed by Galapagos Conservancy (“GC”).

IMPORTANT NOTICE:

The Galapagos Marine Life App will never sell, rent or exchange your information:

- The App does not collect any Personal Information about its users, except that which is knowingly and specifically supplied to the App by the user or is publicly available information.
- The Galapagos Marine Life App does not rent or sell Personal Information (as such term is defined below).
- The App never shares email addresses with any other organizations.
- The App always gives recipients of communications sent by the App the option to unsubscribe from the App email lists (with an unsubscribe link at the bottom of every email) or to be removed from our mailing lists by checking a “remove me” box on mailed reply devices.

GDPR Privacy Notice

This notice is for people who are located in the European Economic Area (“EEA”) and supplements the App’s general Privacy Policy. The App’s processing of personal data of people who are in the EEA is governed by the EEA General Data Protection Regulation (the “GDPR”), which applies from May 25, 2018. The GDPR requires the App to provide certain information to you about your personal data, which the App refer to in this notice as your Personal Information (“Personal Information”).

PRIVACY

Scope

The Galapagos Marine Life App respects your privacy and understands that many people care about how their information is used and shared. This Privacy Policy applies to the Galapagos Marine Life App, to all associated domains and subdomains, online services, social media platforms and mobile applications (jointly “Sites”). By visiting any of the Sites, you are accepting the practices described in this Privacy Policy. If you disagree with any of the terms herein, please immediately discontinue use of the Sites.

Th Galapagos Marine Life App will never sell or rent your information, and we only share it where necessary. How the Galapagos Marine Life App uses this information is described in this policy.

Our Privacy Policy may be updated from time to time. Please check this page periodically for changes. Your continued use of this site following the posting of changes to this policy will mean you accept those changes.

Personal Information

The Galapagos Marine Life App only collects Personal Information when you sign up to the App and also when you actively submit such information, for example by visiting Sites. Depending on the service you choose, the Personal Information collected may include your name, email address, organizational affiliation, photos or videos from events in which you may participate and similar information.

The Galapagos Marine Life App service providers use Personal Information so that the App's Constituent Relationship Management Tools and Email Marketing Tools are used to store Personal Information voluntarily provided when visitors sign-up for email on the Sites, in addition to the pathway through which the visitor accessed the sign-up form to help the App improve your journey as a supporter of the App.

Non-Personal Information

For each visitor to this App, the App's servers may automatically recognize and collect information that does not identify you personally ("Non-Personal Information"), such as cookies, in-bound domain names, your computer's IP address, the type of browser in use and pages viewed. This data tells the App which pages the App's users visit and what information they volunteer, such as survey information and/or site registrations which the App uses to improve its communication with our greater community.

Use of Information: PERSONAL INFORMATION

Any Personal Information collected through the Sites is used for the purpose for which it was provided, for example:

- to respond to your inquiries,
- to customize your App experience or content you receive via email,
- to encourage social sharing functionality,
- to periodically alert you about our news and campaigns,
- for internal data analysis, for example to identify trends, enhance online tools, and plan future digital strategies.

The App does not share your Personal Information with any third parties without your consent, except under the following circumstances:

- to Galapagos Marine Life partners for the purposes set forth above;
- in response to a subpoena or when we are required to do so by law, for example, in response to a court order or other legal obligation;
- in response to a law enforcement agency's request;
- to protect the security or confidentiality of the App's records;
- in special cases when the App has reason to believe that disclosing this information is necessary to identify, contact or bring legal action against someone who may be causing injury to or interference with the App's rights;
- or in the event that the Galapagos Marine Life App or its owners goes through a reorganization (e.g., a merger into another organization), in which case you will be notified via a prominent notice on the website of any such transfer of your Personal Information.

Use of Information: NON-PERSONAL

The App may use Non-Personal Information for any purpose, unless restricted by applicable law. In some instances, the App may combine Non-Personal Information with Personal Information. If the App does that, it will treat the combined information as Personal Information as long as it is combined.

Storage of Information

Your personal information and non-personal information is stored on a secure database managed and controlled by Galapagos Marine Life partners. Data may be transferred to and from, or held in, non-EEA countries, for example the USA.

Security

The Sites incorporate reasonable and appropriate safeguards using industry standard technology to heighten the security, accuracy and privacy of any Personal Information collected by the Galapagos Marine Life App. These comprehensive standards are intended to help the Galapagos Marine Life App proactively protect your account data — a responsibility the App takes very seriously.

Linked Sites

The Sites may contain links to the websites of the App's partners. We are not responsible for the privacy practices or the content of such websites.

Update Personal Information and Communications Preferences

You can control the type of information collected through the Sites, for example by not accepting cookies from the Galapagos Marine Life App, by erasing all App cookies from your browser, or by not providing Personal Information when prompted. To opt out of cookies installed by Google Analytics, please see <https://tools.google.com/dlpage/gaoptout>. Your choice will impact your communications preferences, for example the App may not be able to respond to inquiries when you do not share your email address with the App.

Children's Privacy

The App recognizes the importance of protecting the privacy of children on the web and will never collect or maintain information at the App website from those the App actually knows are under 13 years old. No part of the App website is directed at children under the age of 13, and the App does not knowingly collect Personal Information from children under age 13. If the App discovers that a person under the age of 13 has provided the App with any Personal Information, the App will delete that information from its systems. The App does not reply to information requests from children under the age of 13, if so identified. A parent or guardian must initiate any requests for information from children under the age of 13 on their behalf. The App encourages parents to supervise children when they browse the internet.

Visitors Under 18

If you are under 18, be sure to obtain permission from a parent or guardian before you send any information about yourself (your name, address, e-mail address, etc.) to the App or anyone else over the internet.

California Residents

It is the App's policy not to disclose any Personal Information we collect to third parties for direct marketing purposes under any circumstances. However, California Civil Code Section 1798.83 requires that all California residents be afforded the option to exercise their choice of whether Personal Information may be shared with third parties for direct marketing purposes or not, as well as to receive information specified in the statute if Personal Information is disclosed to third parties for direct marketing purposes. Accordingly, if you are a California resident and you wish to inform us whether you permit or refuse the sharing of your personal information with third parties for direct marketing

purposes, or if you wish to request certain information if your personal information were to be disclosed to third parties for direct marketing purposes, please contact the App.

Cross Border Transfers

Your Personal Information may be stored and processed in any country where the App facilities, partners, or service providers, and by using the Sites or by providing consent to the App (where required by law), you agree to the transfer of information to countries outside of your country of residence, including to the United States, which may provide for different data protection rules than in your country.

Questions

If you have any questions about the App's privacy statement or the practices of this site, please contact us at info@galapagos.org.

Ethics

It is the policy of the Galapagos Marine Life App that the employees of GC who manage the App uphold the highest standards of ethical and professional behavior. To that end, these employees shall dedicate themselves to carrying out the mission of the Galapagos Marine Life App and shall:

- Engage in carrying out Galapagos Marine Life App's mission in a professional manner;
- Respect all Galapagos Marine Life App supporters and prospective supporters;
- Carry out the wishes of all Galapagos Marine Life App supporters to the fullest extent possible;
- Provide outstanding, accurate and prompt service to all Galapagos Marine Life App supporters;
- Act honestly, truthfully, transparently and with integrity in all transactions and dealings; and
- Avoid conflicts of interest and activities that conflict with their ethical obligations to Galapagos Marine Life App.

Changes to this Policy

The App will amend this Privacy Policy from time to time to ensure it remains up-to-date and accurately reflects how and why the App uses your personal data. The current version of this Privacy Policy will always be posted on the GC website.

This policy was last updated on March 23, 2022.