Northeast Animal Shelter Online Privacy Policy

Northeast Animal Shelter ("NEAS") is committed to your right to privacy and to keeping your personal information private. You can visit NEAS' website without telling us who you are or revealing any identifying information about yourself. However, because our website includes areas in which visitors can provide personally identifying information, we have developed this Online Privacy Policy to inform you of our policies and practices regarding information we collect about you.

NEAS uses Braintree Payment Processing (a PayPal subsidiary) to process all our online credit card and PayPal transactions. Braintree Payment Processing is the payments platform for some of the world's leading brands. All credit card transactions conducted on NEAS' site are routed through Braintree's secure server using industry standard safeguards such as encryption, access controls, network firewalls, and physical security. Braintree's web servers are stored off-site at multiple, physically secure facilities with limited access. Your credit card number is transmitted directly to Braintree; we do not store your credit card number, we never see your credit card number, nor do not have access to this information.

NEAS collects the following information when you make a donation: name, address, email address, phone number, and donation amount. This information is used to send you an acknowledgment and to update our donor records.

When you visit NEAS' website, certain other information may be collected that cannot identify you personally (e.g., IP address, type of browser, and type of device). An IP address is a number that is automatically assigned to your computer when you use the Internet. We use IP addresses to help diagnose problems with our server, administer our website, analyze trends, track users' movement, and gather broad demographic information for aggregate use in order for us to improve our website and to provide a more useful and engaging online experience. IP addresses are not linked to personally identifiable information.

NEAS uses cookies in order to improve the customer experience. Cookies are not used for any other reason on NEAS website. A cookie is a small file that is sent out by a website, accepted by the user's browser and placed on the user's hard drive. You can always set your browser to warn of cookies being placed and then chose which cookies you want to accept. NEAS does not match any information gathered by cookies with personal information you may have voluntarily submitted to NEAS.

NEAS uses single pixel gifs, also called web beacons, in our emails. Web beacons track behavior such as who has opened an email and when, the IP

address, the browser or email type, which links were clicked and other similar information. This allows us to measure the performance of email campaigns, see what actions subscribers took, create reports about email performance, improve the quality of our emails and segment messages for specific audiences.

NEAS may use remarketing with Google Adwords and analytics to display content specific advertisements to visitors that have previously visited our site when those visitors go to other websites that have the Google Display Network implemented. NEAS also uses Google Analytics Demographics and Interest Reporting. You may opt out of Google's use of cookies by visiting Google's Ads Settings at any time.

When you make a donation to NEAS, it is possible that your name may be on some mailing lists shared with other reputable non-profit organizations that care for and provide services to animals. If you have any questions or concerns about NEAS's privacy policy, or to have your name removed from NEAS' mailing list or from shared mailing lists, please contact us at info@neas.org. NEAS will never sell, rent, trade or share donors' email addresses with any other organization.

NEAS reserves the right at any time and without notice to change this Privacy Policy simply by posting such changes on our website. Any such change will be effective immediately upon posting.