



Privacy Policy

Amazon Conservation Association is committed to protecting your privacy. This Privacy policy explains how we connect, use and disclose your Personal Identification Information (PII)

This Privacy Policy describes our practices regarding PII that we collect through

- (a) The "Websites": Websites operated by Amazon Conservation Association
- (b) The "Social Media Pages": Amazon Conservation social media pages.
- (c) HTML- formatted email messages
- (d) The "Services": any other form of communications, such as, mail correspondence and verbal communications at events or by phone

By providing Amazon Conservation Association with your PII or used the "Services", you agree to the terms and conditions of this Private Policy

PERSONAL IDENTIFICATION INFORMATION

PII We May Collect

PII is any information that identifies you as an individual or relates to an identifiable person, including:

- Name
- Postal address
- Telephone number
- Email address
- Credit and debit card number
- Country of legal residence
- IP address
- Social media accounts

Please note that we may use a third-party payment service to process donations made through the "Services. If you wish to make a donation via the "Services", your Personal Information may be collected by the third-party service. Your Personal Information is subject to the third party's privacy policy, and not Amazon Conservation Association's Privacy Policy. Therefore, we are not responsible for third party's collection, use and disclosure of your personal information.

How We May Use PII

- To respond to your inquiries and fulfill your requests, such as, sending you newsletters, donation receipts, and requested information.
- To send administrative information, such as information regarding the Services and any changes to our terms, conditions, and policies.
- To complete and process your donation and to provide you with related customer service.
- To send our marketing and communications materials via email, social media, and postal mail.
- To share fundraising appeals through online and offline channels.
- To allow you to participate in sweepstakes, contests and similar promotions and to administer these activities. Some of these activities have additional rules, which could contain additional information about how we use and disclose your PII. It is suggested that you read these rules.
- For business purposes, such as data analysis, audits, fraud monitoring and prevention, developing new products and services, enhancing, improving or modifying our Services, identifying usage trends, determining the effectiveness of our promotional campaigns and operating and expanding our nonprofit or other activities.
- As we believe, to be necessary or appropriate:
 - a) to comply with applicable laws, including laws outside your country of residence;
 - b) to comply with legal process;
 - c) to respond to requests from public and government authorities, including public and government authorities outside your country of residence;
 - d) to enforce our terms and conditions;
 - e) to protect our operations or those of our two affiliates;
 - f) to protect our rights, privacy, safety or property, and/or that of our affiliates, you or others; and
 - g) to allow us to pursue available remedies or limit the damages that we may sustain.

How PII May Be Disclosed

- To our affiliates for the purposes described in this Privacy Policy.
- To our third-party service providers who provide services such as website hosting, data analysis, payment processing, information technology and related infrastructure provision, customer service, email delivery, auditing and other similar services.
- Publicly, when you make a donation, unless specifically request to not be

publicized.

- To a third party in the event of any reorganization, merger, sale, joint venture, assignment, transfer or other disposition of all or any portion of our business, assets or stock (including in connection with any bankruptcy or similar proceedings).
- As we believe it to be necessary or appropriate:
 - a) to comply with applicable laws, including laws outside your country of residence;
 - b) to comply with legal process;
 - c) to respond to requests from public and government authorities, including public and government authorities outside your country of residence;
 - d) to enforce our terms and conditions;
 - e) to protect our operations or those of any of our affiliates;
 - f) to protect our rights, privacy, safety or property, and/or that of our affiliates, you or others; and
 - g) to allow us to pursue available remedies or limit the damages that we may sustain.

OTHER INFORMATION

Other Information We May Collect

“Other Information” is information that does not reveal your specific identity or does not directly relate to an individual, such as:

- Browser and device information
- Information collected through cookies, pixel tags and other technologies
- Demographic information and other information provided by you or gathered through marketing lists
- Aggregated information
- Organizational affiliations

How We May Collect Other Information

We and our third-party service providers may collect Other Information in a variety of ways, including:

- Through your browser or device: Certain information is collected by most browsers or automatically through your devices, such as your Media Access Control (MAC) address, computer type (Windows or Macintosh), screen resolution, operating system name and version, device manufacturer and model, language and Internet browser type and version. Amazon Conservation Association uses this information to ensure that the Services function properly.

Last Updated May 12, 2026

- Use of cookies: Cookies are pieces of information stored directly on your computer or device. Cookies allow us to collect information such as browser type, time spent on the Services, pages visited and anonymous traffic data. We and our service providers use the information for security purposes, to facilitate navigation, to display information more effectively and to personalize your experience while using the Services. We also use the information to continually improve the design and functionality of the Services, to better understand how they are used, and address any questions or issues that may arise. If you do not wish for your information to be collected through cookies, you may decline when prompted. You will also have the option to accept or decline cookies on a site-by-site basis. You may also refer to <http://www.allaboutcookies.org/managecookies/index.html>. for more information. However, if you choose to decline cookies, you may experience some inconveniences when uses the Services. For example, we may not be able to recognize your computer, and you may need to log in to a donation page every time you visit one of the Services. Additionally, we may use third-party services, such as Google Analytics, in connection with the Services. These services may use cookies and similar technologies to collect and analyze generalized information about use of the Services and to report on activities and trends. They may also collect information regarding the use of other websites, apps and online resources. For information regarding Google Analytics, go to <http://www.google.com/policies/privacy/partners/>. You can download the Google Analytics opt-out browser add-on at <https://tools.google.com/dlpage/gaoptout>.
- Use of pixel tags and other similar technologies: Pixel tags (also known as web beacons and clear GIFs) may be used in connection with some Services to, among other things, track the actions of users (including email recipients), measure the success of our marketing campaigns and compile statistics about use of the Services and response rates.
- Use of IP Address: An IP address is a unique number automatically assigned to your computer or device by your Internet Service Provider (ISP). An IP address may be identified and logged automatically in our server log files whenever a user accesses the Services, along with the time of the visit and the pages visited. Collecting IP addresses is standard practice and is done automatically by many websites, applications and other services. We use IP addresses for purposes such as calculating usage levels of the Services, helping diagnose server problems, and administering the Services.
- Use of information from you: Information such as your preferred means of communication is collected only when you voluntarily provide it.
- Use of aggregating information: Aggregated Personal Information does not personally identify you or any other user of the Services. For example, we may aggregate Personal Information to calculate the percentage of our users who have a particular postal code.

How We May Use and Disclose Other Information

We may use and disclose Other Information for any purpose, except if required by law. If applicable law requires us to treat Other Information as PII, then we may use it for all the purposes for which we use and disclose PII. Should Other Information be combined with PII, the combined information will be treated as PII, for as long as it remains combined.

THIRD-PARTY SERVICES

This Privacy Policy only applies to the privacy practices of Amazon Conservation Association. This privacy policy does not apply to the privacy practices of any third party, including those operating sites or services linked to any of the Services. The presence of a link on the Services does not imply endorsement of the linked site or service by Amazon Conservation Association or our affiliates.

SECURITY MEASURES TO PROTECT YOUR INFORMATION

Amazon Conservation Association uses reasonable organizational, technical, and administrative measures to protect PII within our organization. These measures include limiting access to your PII to a limited number of staff members; securing storage of physical PII; utilizing cybersecurity measures, such as, firewalls, anti-virus software, two-step authentication sign-ins, email and messaging encryption, performing risk assessments, updating software regularly, educating employees on cybersecurity and PII handling matters; and having processes and procedures in place to manage PII and securely dispose of old PII.

While we take the security of your information seriously, no system can be guaranteed to be completely 100% secure. If you believe your interaction with us has been compromised, please notify us immediately using the contact information provided in the Contact US section below.

CHOICES AND ACCESS

You have the right to choose how we use and disclose your PII for marketing purposes, including the option to opt-out of:

- Receiving marketing-related emails, including our quarterly newsletter, by following the instructions contained in each email and newsletter.
- Sharing your PII with affiliates for their direct marketing purposes, by contacting us using the information below.
- Please note that opting out of receiving marketing-related emails does not affect the delivery of important administrative messages that will continue to be sent

out as needed;

You have the right to access your PII that we have collected and may request to review, correct, update, suppress, and/or delete at any time.

You may contact us to exercise these rights at:

info@amazonconservation.org

or:

Amazon Conservation Association
1025 Connecticut Ave NW, Suite 415
Washington, DC 20036

When submitting a request by mail, please include your email address and clearly specify the changes you are requesting to your PII, whether that includes updating, suppressing or deleting your PII from your database or placing limitations on how we use it. For your protection, we may only implement requests with respect to the PII associated with the particular email address, that is included in the request, and we may need to verify your identity before implementing your request.

We will try to comply with your request as soon as possible.

Please note that we may need to retain certain information for recordkeeping purposes and/or to complete any donation transaction that you began prior to requesting a change or deletion.

USE OF SERVICES BY MINORS

The Services are not directed to individuals under the age of eighteen (18), and we request that these individuals not provide PII through the Services.

CROSS-BORDER TRANSFER

The Services are controlled and operated from the United States and are governed by US laws and jurisdiction. Your PII may be stored and processed in any country where we operate or engage service providers. By using the Services you consent to the transfer of information to countries outside of your country of residence, including the United

States, where data protection laws may differ from those in your country. Privacy Policy does, however, comply with the European Union General Data Protection Regulation.

SENSITIVE INFORMATION

We ask that you do not send or otherwise disclose any sensitive PII (e.g., social security numbers, information related to political opinions, religion or other beliefs, health, biometrics or genetic characteristics, criminal background or trade union membership) on or through the Services or otherwise.

UPDATES TO THIS PRIVACY POLICY

Amazon Conservation Association reserves the right to amend this Privacy Policy. The "LAST UPDATED" date found at the footer of this Policy indicates the most recent revisions were made. Any changes will take effect upon posting the revised Privacy Policy on the Services, and we encourage you to review this Policy regularly. Continued use of the Services following any revisions will be deemed in acceptance of the updated Privacy Policy.

CONTACT US

If you have any questions about this Privacy Policy, please contact us at:

info@amazonconservation.org

or:

Amazon Conservation Association
1025 Connecticut Ave NW, Suite 415
Washington, DC 20036

All inquiries regarding this Privacy Policy should be directed to the attention of the Philanthropy and Communications Director. Please be advised that email is not a secure form of communication, and we strongly recommend against including credit card numbers or any other sensitive financial information in your correspondence.

Updated May 12, 2026

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Donor Privacy Policy

Amazon Conservation Association upholds the highest standards of privacy for our donors and contributors. We are firmly committed to ensuring that donor Personal Identifiable Information (PII) is never shared, sold, traded or rented under any circumstances. Unless in the case that a donor expressly requests otherwise, gifts to Amazon Conservation Association may be publicly acknowledged as a way to celebrate donor generosity, inspire continued support for conservation and recognize the meaningful impact of each contribution.

Policy

The Donor Privacy Policy supplements Amazon Conservation Association's general Privacy Policy to apply specifically to donors.

Amazon Conservation Association follows the industry-recognized Donor's Bill of Rights, created by the Association of Fundraising Professionals (AFP), the Association for Healthcare Philanthropy (AHP), the Council for Advancement and Support of Education (CASE), and the Giving Institute: Leading Consultants to Non-Profits.

Amazon Conservation Association never shares, sells, trades, or rent PII of our donors to or with any other entity unless specifically requested to do so by the donor. Amazon Conservation publicly acknowledges gifts as a way to encourage more support for conservation and to recognize donors' significant contributions, but donors can request anonymity at any time (see below).

Amazon Conservation Association does not send mailings or appeals to our donors on behalf of other organizations.

This policy applies to all information received by us, both online and offline, through any of our Services described in our Privacy Policy (including but not limited to Amazon Conservation's websites, social media pages, and computer applications), as well as any electronic, written, or oral communications.

Examples of PII include:

- Name

- Postal address
- Telephone number
- Email address
- Credit and debit card number
- Country of legal residence
- IP address
- Social media accounts

If any donations are processed through a third-party service provider, our donors' PII will only be used for purposes necessary to process the donation and will not be shared with others for their own commercial purposes. The privacy of PII that is provided by a donor through a third-party service provider is governed by the service provider's privacy policies. Amazon Conservation does not store donor credit card or online payment information. We also never store donor passwords related to third-party donation services that require a login to process recurring donations.

Amazon Conservation publicly acknowledges donors in some printed and electronic materials (such as on its annual impact reports and on its Changemakers page on its website) as a way to encourage more support for conservation and to recognize donors' significant contributions. No individual donation amount is published; however, a donor may appear at a certain giving level to showcase their level of support. A donation to Amazon Conservation signifies a donor's comfort with their names being shared publicly unless the donor requests otherwise. Donors can always request their support to be made anonymously, to not be included in our materials, or to be removed from any past, current, and future materials by contacting the organization through the information below. Amazon Conservation provides an annual check-in for current donors to inform our charity of any desires to change their privacy preferences.

For any questions about Amazon Conservation's donor privacy policy, please contact Ana Folhadella, Philanthropy and Communications Director, at info@amazonconservation.org or 202-234-2356 or at the address below.

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