



Privacy Statement for the Michigan Forest Association

Approved by MFA Board of Directors 22 September 2023

The Michigan Forest Association (“MFA”) takes your privacy very seriously and cares about how your information is collected, used, stored, and shared. We are providing this Privacy Statement to explain our practices and the choices that you can make about the way your information is used by the MFA. The Privacy Statement describes our practices in connection with the information we collect through websites operated by us from which you are accessing this Privacy Statement (the “Websites”), through our social media pages that we control through which you are accessing this Privacy Statement (collectively, our “Social Media Pages”), as well as through HTML-formatted email messages that we send to you that link to this Privacy Statement and through offline interactions that we may have with you (collectively, including the Websites, the Apps and our Social Media Pages, providing personal curated content)(the “Services”).

Personal Information We Collect

“Personal information” is information that identifies you as an individual or relates to an identifiable individual.

We collect the following Personal Information: Name, email address, postal address, phone number, and similar contact information and credit card or other payment information. If you choose to provide your payment or credit card information to the MFA, we will use that information for the purposes for which it was provided; the MFA does not store credit card or other payment information.

How We Collect Personal Information

The MFA and our service providers collect Personal Information in a variety of ways:

We collect Personal Information you provide to us over the phone, in email, through a face-to-face conversation, or through online and offline forms such as surveys, donation forms, and event registration/participation (including volunteering) that you populate.

We need to collect Personal Information in order to provide the requested Services to you. If you do not provide the information requested, we may not be able to provide the Services. If you disclose any Personal Information relating to other people to us or to our service providers in connection with the Services, you represent that you have the authority to do so and to permit us to use the information in accordance with this Privacy Statement.

How the MFA Uses Personal Information

The MFA and our service providers use Personal Information for legitimate business purposes including:

Providing the functionality of the Services and fulfilling your requests,

Process and respond to inquiries and for the purposes for which you provided the information, such as to process donations, register or renew you as a donor or supporter, purchase merchandise, or receive information about a project, special event, and service,

Respond to your questions and comments,

Alert you to administrative information such as information regarding the Services' features, and changes to our terms, conditions, and policies,

Notify you about special programs, offers, products and services that we believe will be of interest to you, either from the MFA or on behalf of our affiliates or other third parties,

Allowing you to participate in special programs, activities, events, or promotions,

Accomplishing our business purposes.

Protect the security or integrity of the Services and the MFA, such as by protecting against fraud, unauthorized transactions, claims and other liabilities, and managing risk exposure, including by identifying potential hackers and other unauthorized users.

Conduct surveys to measure your satisfaction with aspects of the MFA's activities.

Analyze data, usage trend identification, promotional campaign development, audit, fraud monitoring or prevention, new product or service development, Services' enhancement, interaction improvement, or operating and expansion purposes.

We use this information to manage our contractual relationship with you, comply with a legal obligation, and/or because we have a legitimate interest.

Aggregating and/or anonymizing Personal Information.

If we aggregate and anonymize Personal Information the data will no longer be considered Personal Information and we may use it for any purpose.

How the MFA Discloses Personal Information

We disclose Personal Information:

To our service providers: We disclose the information we collect from you to third parties who perform functions on our behalf such as website hosting, data analysis, payment processing, information technology and related infrastructure provisions, solicitation or acknowledgment of charitable gifts, aggregate analysis and marketing activities as well as professional advisors such as auditors and attorneys.

To the National Woodland Owners Association (NWOA): We share names and mailing addresses to the our affiliate, the NWOA, once per year for the purposes of their magazine distribution.

You may elect to disclose Personal Information: If you post information or materials on our blogs, social media, or other services to which you are able to post information and content (including, without limitation, our Social Media Pages), please note that any information you post or disclose through these services will become public and may be available to other users and

the general public. We urge you to be very careful when deciding to disclose any information on the Services.

Other Uses and Disclosures

We also use and disclose your Personal Information if it would be necessary or appropriate, in ways other than those noted above, when we have a legal obligation to do so.

To comply with applicable law:

This can include laws outside your country of residence.

To respond to requests from public and government authorities (This can include authorities outside your country of residence).

To cooperate with law enforcement:

For example, when we receive law enforcement requests and orders.

For other legal reasons:

To enforce our terms and conditions;

To protect our rights, privacy, safety or property, and/or that of our affiliates, you or others.

In connection with a sale or business transaction:

In addition, we have legitimate interest to disclose or transfer your information to a third party in the event of any reorganization, merger, grant-related project, transfer or other disposition of all or any portion of our operations, assets (including in connection with any bankruptcy or similar proceedings).

Other Information:

“Other Information” is any information that does not reveal your specific identity or does not directly relate to an identifiable individual. If we are required to treat Other Information as Personal Information under applicable law, then we use and disclose it for the purposes for which we use and disclose Personal Information as detailed in this Privacy Statement.

In addition:

We use third-party web and mobile app analytics and optimization services to improve the Services and enhance the visitor experience by, for example, recording mouse clicks, mouse movements, scrolling activity as well as text you type in the Services.

We use Google Analytics and Adobe Analytics which use Cookies and other similar technologies to collect information about use of Services anonymously and report website trends. You can learn about Google’s practices by visiting www.google.com/policies/privacy/partners/, and you may opt out by downloading the Google Analytics opt-out browser add-on, available at <https://tools.google.com/dlpage/gaoptout>. You can learn about Adobe’s practices by visiting <https://www.adobe.com/privacy/analytics.html> and you may opt out by visiting <https://www.adobe.com/privacy/opt-out.html>.

We collect information about your interactions with email messages, such as the links clicked on and whether the messages were opened or forwarded.

How You Can Control Collection and Use of Your Information

Marketing Email Opt Out: You may, at any time, choose to opt out of receiving marketing-related emails by following the opt-out procedures at the bottom of our emails. Please allow 10 business days for us to respond to your request.

Mailing List: You may, at any time, choose to opt out of receiving mail from us by calling us at (517) 816-7879 or emailing us at info@michiganforests.org. Please allow 30 days for your address to be removed from any mailings that are currently underway.

Accessing, Modifying, Updating, and Deleting Your Information: We strive to keep our records as accurate as possible. You may, under applicable laws, have a right to access, correct, restrict, update, modify or delete your Personal Information that you have previously provided to us at any time. To do so, or to request to receive an electronic copy of your Personal Information, please call us at (517) 816-7879 or via our email at info@michiganforests.org.

In your request, please make clear what Personal Information you would like to have changed, whether you would like to have your Personal Information suppressed from our database or otherwise let us know what limitations you would like to put on our use of your Personal Information. For your protection, we may only implement requests with respect to the Personal Information associated with the particular email address that you use to send us your request, and we may need to verify your identity before implementing your request. We will try to comply with your request as soon as reasonably practicable.

Please note that we may need to retain certain information for recordkeeping purposes and/or to complete any transactions that you began prior to requesting a change or deletion (e.g., when you make a donation or enter a promotion, you may not be able to change or delete the Personal Information provided until after the completion of such donation or promotion). There may also be residual information that will remain within our databases and other records, which will not be removed.

How We Protect Information

The MFA uses a variety of security measures to protect your Personal Information. We employ appropriate and reasonable organizational, electronic, physical, administrative, and technical measures, including encryption, to help safeguard Personal Information from unauthorized access or disclosure.

When we work with other companies to process credit card transactions, those companies also use encryption and other appropriate security measures. However, no transmission or electronic storage of information can be completely secure. If you have reason to believe that your use of the Services or engagement with us is no longer secure, please immediately notify us as described in the "Questions/Contact Information" section below.

Retention Period

We retain Personal Information for the period necessary to fulfill the purposes outlined in this Privacy Statement unless a longer retention period is required or permitted by law.

The criteria used to determine our retention periods include:

The length of time we have an ongoing relationship with you and provide the Services to you (for example, for as long as you have an account with us or keep using the Services);

Whether there is a legal obligation to which we are subject (for example, certain laws require us to keep records of your transactions for a certain period of time before we can delete them); or

Whether retention is advisable in light of our legal position (such as in regard to applicable statutes of limitations, litigation or regulatory investigations).

Third Party Content and Links

Our Services may contain links to third-party websites, applications, or similar technology that are not associated with or over which the MFA has no control. Any access to and use of such linked websites is not governed by this Statement, but instead is governed by the privacy statements of those third-party websites. We are not responsible for the information practices or content of these other websites and/or applications.

We are not responsible for the information collection, use, disclosure or security policies or practices of other organizations, such as Facebook, Apple, Google, Microsoft, RIM or any other app developer, app provider, social media platform provider, operating system provider, wireless service provider or device manufacturer, including with respect to any Personal Information you disclose to other organizations through or in connection with the Apps or our Social Media Pages.

Third Party Payment Service

We will use a third-party payment service to process payments made through the Services. If you wish to make a payment through the Services, your Personal Information will be collected by such third party and not by us, and will be subject to the third party's privacy statement, rather than this Privacy Statement. We have no control over, and are not responsible for, this third party's collection, use and disclosure of your Personal Information.

Sensitive Information

Unless explicitly requested, we ask that you not send us, and you not disclose, any sensitive Personal Information (e.g., social security numbers, information related to racial or ethnic origin, political opinions, religion or other beliefs, health, biometrics or genetic characteristics, criminal background or trade union membership) on or through the Services or otherwise to us.

Changes to This Privacy Statement

The MFA may, from time to time, amend this Privacy Statement. We will post any revisions to the Services, and we advise you to check back periodically. The "Effective Date" reference at the top of this page indicates when we last revised this Privacy Statement. Any changes to this Privacy Statement will become effective when we post the revised Privacy Statement on the Services. Your continued use of the Services or engagement in the Interactions after we implement such changes will also constitute your affirmative consent to the revised Privacy Statement.

Questions/Contact Information

If you have any questions, concerns, or suggestions regarding this Privacy Statement or our privacy practices, you may contact us online (<https://michiganforests.org/contact/>), send us an email at info@michiganforests.org, call toll-free at (517) 816-7879 Monday through Friday between 9:00 am and 5:00pm Eastern Time, or write us at:

Attn: Member Services
The Michigan Forest Association
2310 Science Parkway
Suite 300
Okemos, MI 48864

Because email communications are not always secure, please do not include credit card or other sensitive information in your emails to us.