

Western Landowners Alliance Privacy Policy

This Privacy Policy explains how we collect, use, and disclose your information when you make it available to us on our website located at www.WesternLandowners.org, any related mobile website, and the mobile application (the “Websites”).

By using or accessing the Websites, you agree to be bound by this Privacy Policy. IF YOU DO NOT AGREE TO THIS PRIVACY POLICY, DO NOT ACCESS OR OTHERWISE USE OUR WEBSITES.

Continue below to read key aspects of our privacy practices, including the following explanations:

- The information we collect and why we collect it;
- How we use that information;
- How we share information; and
- The choices we offer.

Personally Identifiable Information that We Collect

We may ask you for, or you may voluntarily submit, personally identifiable information when you access the Websites. The personally identifiable information which you may provide to us could include, but is not limited to:

- Your name, nickname, or screen name;
- Your contact information (such as address, telephone numbers and email address);
- Your IP address; and
- Other personal information.

Non-Personal or Aggregate Information that We Collect

When you access the Websites, we may automatically collect non-personally identifiable information from you, such as IP host address, web pages viewed, browser type, operating system, referring service, search information, device type, page views, usage, and browsing habits and similar data. We also may aggregate demographic information collected from our users (such as the number of users in a particular geographical location) in a manner which does not identify any one individual. We also may aggregate information collected offline in connection with the Websites, obtain non-personally identifiable information from third party sources, and develop aggregate information by anonymizing previously collected personally identifiable information.

When collecting non-personally identifiable information through automatic means, we may unintentionally collect or receive personally identifiable information that is mixed in with the non-personally identifiable information. While we will make reasonable efforts to prevent such incidental data collection, the possibility still exists. If you believe that we have inadvertently collected your personal information, please email us at info@westernlandowners.org.

Information Usage

We will use your personally identifiable information as described below, unless you have specifically consented to another type of use, either at the time the personally identifiable information is collected from you or through some other form of consent from you or notification to you:

- We may share your personally identifiable information collected in connection with operating the Websites.
- We may use your personally identifiable information to respond to your inquiries or requests.
- We may use your personally identifiable information to send you emails from time to time about our services, but we will not provide your personally identifiable information to third parties for them to contact you directly unless otherwise permitted by this Privacy Policy or you provide your consent.
- We may share your personally identifiable information with third parties (collectively, the “Third Party Vendors”) to further the purpose for which you provided such information to us. For example, we may share your information with Elastic Email or other vendor(s) to send emails. **We urge you to read the privacy practices of all of our Third Party Vendors before submitting any personally identifiable information through the Websites.**
- We may disclose personally identifiable information as required by law.
- We may disclose personally identifiable information to investigate suspected fraud, harassment, or other violations of any law, rule or regulation, or the terms or policies for our services and the Websites or those of our sponsors.
- We may transfer your personally identifiable information in connection with the sale or merger, divestiture of assets, or change of control of Western Landowners Alliance.
- We may share your personally identifiable information with an affiliate, partner, or similar organization as long as their privacy practices are substantially similar to ours.

We may use non-personally identifiable or aggregate information may be used by us for any purposes permitted by law, and may be shared with any number of parties, provided that such information shall not specifically identify you.

Cookies and Similar Technologies

“Cookies” are pieces of information that may be placed on your computer by a website for the purpose of facilitating and enhancing your communication and interaction. Many services use cookies for these purposes. We may use cookies (and similar items such as clear gifs, web beacons, tags, etc.) on our Websites to customize your visit and for other purposes to make your visit more convenient or to enable us to enhance the Websites. We may also use and place cookies (and similar items) on your computer from our third-party service providers in connection with the Websites, such as an analytics provider that helps us manage and analyze Websites usage. In addition, our advertisers and partner organizations may set cookies and similar items on your computer when you use our Websites. You may stop or restrict the placement of cookies on your computer or flush them from your browser by adjusting your web browser preferences, in which case you may still use our Websites, but it may interfere with or slow down some functionality. Cookies and similar items are

not used by us to retrieve personally identifiable information from your computer automatically without your knowledge.

If you delete your cookies, change browsers, or use a different cookie, our cookie (or an opt-out cookie) may no longer work and you will have to re-input (or opt-out) again.

Analytics and Conversion Tracking

We may use analytics services that use cookies, Javascript, and similar technologies to help us analyze how users use the Websites. The information generated by these services about your use (including your Internet Protocol (IP) address or a truncated version of your IP address) is transmitted to and stored by analytics service providers on their servers. Those service providers use this information for the purpose of evaluating your, and other users', use of the Websites, compiling reports for us on activity and providing other services relating to activity and usage.

We may collect information about your computer, including your IP address, operating system, and browser type, for system administration and to create reports. This is statistical data about our users' browsing actions and patterns, and does not identify any individual.

For example, we may use cookies on our site for analytics services, such as a web-based tool that helps website owners understand how visitors engage with their website, to provide us with reports about how visitors interact with the Websites so that we can improve it.

Our analytics services may use first-party cookies to track visitor interactions, to collect information about how visitors use our Websites. We then use the information to compile reports and to help us improve our site.

As noted above, cookies contain information transferred to your computer's hard drive, which are used to store information, such as the time that the current visit occurred, whether the visitor has been to the site before, and what site referred the visitor to the particular web page.

Analytics services collect information anonymously. They report website trends without identifying individual visitors. You can opt out of analytics services without affecting how you visit the Websites. For more information on opting out of being tracked by our current analytics service, Google Analytics, across all websites you use, visit <https://tools.google.com/dlpage/gaoptout>.

We may also use conversion tracking and/or similar services to help us understand your and other users' use of the Websites.

Automatically Collected Information

When you access the Websites or open one of our HTML emails, we may record certain information from your system automatically by using cookies and other types of tracking technologies. This "automatically collected" information may include an IP address, a unique user ID, device type, device identifiers, browser types and language, referring and exit pages, platform type, version of software installed, system type, the content and pages that you access on the Websites, the number of clicks, the amount of time spent on pages, the dates and times that you visit the Websites, and

other similar information. Depending on the law of your country of residence, your IP address may be considered personally identifiable information.

Security

The security of your personally identifiable information is very important to us. When we collect your personally identifiable information online, we use reasonable efforts to protect it from unauthorized access. However, due to the inherent open nature of the Internet, we cannot guarantee that your personally identifiable information will be completely free from unauthorized access by third parties such as hackers, and your use of the Websites demonstrates your assumption of this risk. We have put in place reasonable physical, electronic, and managerial procedures to safeguard the information we collect. Only those employees who need access to your information in order to perform their duties are authorized to have access to your personally identifiable information. For more information on protecting your privacy, please visit www.ftc.gov/privacy.

Your Disclosures In Blogs And Other Social Media

Personally identifiable information which you voluntarily include and transmit online through the Websites, or in a publicly accessible blog, chat room, social media platform, or otherwise online, or that you share in an open forum such as an in-person panel or survey, may be viewed and used by others without any restrictions. We cannot control such uses of your personally identifiable information, and by using the Websites, or for that matter any other online services, you assume the risk that the personally identifiable information provided by you may be viewed and used by third parties for any number of purposes.

If you login to the Websites through your Facebook account, connect to a third party service such as Facebook or Twitter through an icon or link on the Websites, or otherwise link your account with us with a third party service, we may share the contents of your post and associated information (such as your user name, the fact that your connection originated from the Websites, and other relevant usage and diagnostic information) with such third party. With your one-time consent, we also may send information about the content you watch and your activities on the Websites to such third parties. Once such information is shared, the use of your information will be subject to that third party's privacy policy and this Privacy Policy will not apply.

Protection for Children

We generally do not collect personally identifiable information from children under the age of 13. If at any time in the future we plan to collect personally identifiable information from children under 13, such collection and use, to the extent applicable, shall, when required, be done in compliance with the Children's Online Privacy Protection Act ("COPPA") and appropriate consent from the child's parent or guardian will be sought where required by COPPA. When we become aware that personally identifiable information from a child under 13 has been collected without such child's parent or guardian's consent, we will use all reasonable efforts to delete such information from our database.

Other Services

As a convenience to you, we may provide links to other websites or to third-party services from within our Websites. We are not responsible for the privacy practices or content of these third-party sites. When you link away from our Websites, you do so at your own risk.

Changes to this Privacy Policy

We reserve the right, at our discretion, to change, modify, add, or remove portions from this Privacy Policy at any time. However, if at any time in the future we plan to use personally identifiable information in a materially different way, including sharing such information with more third parties, we will post such changes here and provide you the opportunity to opt-out of such differing uses. Your continued use of the Websites following the posting of any changes to this Privacy Policy means you accept such changes.

Opt-Out Process

Unsubscribe or opt-out requests may be made by clicking the “unsubscribe” link at the bottom of the relevant email. We will process your request within a reasonable time after receipt. However, we are not responsible for, and in some cases we are incapable of, removing your personally identifiable information from the lists of any third party who has previously been provided your information in accordance with this Privacy Policy or with your consent. You should contact such third parties directly. If you would like to update or correct any personally identifiable information that you have provided to us, please email us at info@westernlandowners.org and once we confirm your information, we will update such information within a reasonable amount of time.

Communications with www.WesternLandownersAlliance.org

By providing your contact information to us (such as your email address, physical address, and phone numbers) (the “Channels”), you consent to receive communications from us. We may use the Channels to communicate with you, to send information that you have requested, to send you important information about our activities, to urge you to take action about important issues, or to send information about other products or services developed or provided by us or our business partners, provided that we will not give your contact information to another party to promote their products or services directly to you without your consent or as set forth in this Privacy Policy.

By using and providing an email address or phone number through the Websites, you consent to receive product communications from us (including, without limitation, push notifications on the mobile application (the “App”).

By providing your phone number, you consent to receive phone calls and/or text messages from us. We will not give your phone number to another party to promote their products or services directly to you without your consent or as set forth in this Privacy Policy.

Any phone calls and/or text messages delivered to your phone or device may cause you to incur extra data, text messaging, or other charges from your wireless carrier. MESSAGE AND DATA RATES MAY APPLY. You are solely responsible for any carrier charges incurred as a result of phone and/or text communications from the Websites.

Any communication or material you transmit to us by email or otherwise, including any data, questions, comments, suggestions, or the like is, and will be treated as, non-confidential and nonproprietary. Except to the extent expressly covered by this Privacy Policy, anything you transmit or post may be used by us for any purpose, including but not limited to reproduction, disclosure, transmission, publication, broadcast, and posting. Furthermore, you expressly agree that we are free to use any ideas, concepts, know-how, or techniques contained in any communication you send to us, as well as any data developed using the content of such communication, without compensation and for any purpose whatsoever, including but not limited to developing, manufacturing, and marketing products and services using such information. We also have no obligation to credit you with any original ideas sent in a communication to us. In other words, if you don't want us to steal your joke, don't send it to us.

No Rights of Third Parties

This Privacy Policy does not create rights enforceable by third parties, nor does it require disclosure of any personal information relating to users of the Websites.

Site Terms of Use

Use of the Websites is governed by, and subject to, the Terms of Use located at [TERMS OF USE URL] (the "Terms"). This Privacy Policy is incorporated into the Terms. Your use or access of the Websites constitutes your agreement to be bound by these provisions. IF YOU DO NOT AGREE TO THE TERMS AND THIS PRIVACY POLICY, YOU MAY NOT ACCESS OR OTHERWISE USE THE WEBSITES.

Servers

Our servers are maintained in the United States. By using the Websites, you give us your consent to export your personally identifiable information to the United States and to store and use it in the United States as specified in this Privacy Policy. You understand that data stored in the United States may be subject to lawful requests by the courts or law enforcement authorities in the United States.

Governing Law

This Privacy Policy and our legal obligations are governed by the laws of the State of New Mexico regardless of your location. By using the Websites, you consent to the exclusive jurisdiction of and venue in the state and federal courts located in Santa Fe County, New Mexico, in all disputes arising out of or relating to the Websites.

Contact

For questions or concerns relating to privacy, you can contact us at info@westernlandowners.org.

Effective Date

This Privacy Policy was last updated on December 15, 2017.