

## Society for Range Management PRIVACY POLICY

The Society for Range Management (“SRM,” “we,” “us,” or “our”) is committed to protecting and respecting your privacy. The policies outlined below are applicable to our network of websites, including [www.rangelands.org], all email newsletters published or distributed by SRM, all apps published by SRM, and all other interactive features, services, and communications provided by SRM (collectively, “Sites”), however accessed and/or used, and that are operated by us, made available by us, or produced and maintained by SRM.

This Privacy Policy serves to explain when and why we collect personal information, how we use it, the conditions under which we may disclose it to others, and the steps we take to secure it. This policy also describes how you can access and update your information, as well as the choices available to you regarding our use of your personal data.

If you do not agree with the terms of our Privacy Policy, please do not use our Sites.

SRM reserves the right to modify this Privacy Policy at any time without prior notice. Any changes will be posted on this page and will become effective as of the date of posting. We encourage you to periodically review this Privacy Policy for updates. By continuing to use our Sites after changes are posted, you accept these modifications. If we intend to apply changes retroactively or to personal information already collected, we will notify you of such changes.

### **Data Protection Officer**

Should you have any comments, complaints, or questions concerning this policy or our use of your personal information, please contact SRM’s Data Protection Officer:

*Maggie Tupper*  
*Director of Officer Services*  
*office@rangelands.org*  
*303-986-3309*

### **Collection of Information**

SRM is firmly committed to protecting individual privacy. Many portions of our Sites can be accessed anonymously without revealing personal information. However, specific pages may request personal information you voluntarily provide to access services or features.

### **What Information Do We Collect?**

SRM may collect both personal and non-personal information.

#### **Personal Information:**

Personal information is information voluntarily provided that can identify you as an individual. Examples include:

- Name, email address, postal address, phone number
- Demographic details (e.g., gender, ethnicity, birth year)

- Employment information (e.g., employer, position, professional membership status)
- Educational and professional interests or certifications
- Account credentials (e.g., usernames, passwords)
- Payment and billing details (e.g., credit card information)
- Survey responses, comments, or preferences you share with SRM
- Communication preferences

#### **Non-Personal Information:**

Like most websites, SRM's Sites automatically collect non-identifiable information through cookies, analytics, and other technologies. This data may include:

- Device location for providing localized content
- Browsing behavior and session data (e.g., IP address, device type, browser type)
- Usage metrics for our Sites, newsletters, or advertisements

Using Google Analytics and email services like Mailchimp, SRM gathers insights to improve user experiences, ensure relevant communications, and generate engagement with SRM's programs.

#### **Google Analytics**

We use Google Analytics to track non-identifiable website usage trends. To learn more about Google's practices: [www.google.com/policies/privacy/partners/](http://www.google.com/policies/privacy/partners/). Opt-out tools are available at: <https://tools.google.com/dlpage/gaoptout>.

#### **Email Services (e.g., MailChimp)**

SRM utilizes services like Mailchimp for newsletters and email campaigns. These tools may track email delivery, open rates, and click-through activity. You can visit their privacy policies at:

- Mailchimp: <https://mailchimp.com/legal/>

#### **Collection of Personal Information from or Through Social Media Sites**

When you interact with any SRM property page or account on a social media platform, such as Facebook, Twitter, Instagram, or LinkedIn, we may collect the personal information that you make available to us on that page or account including your account ID or "handle." However, we will comply with the privacy policies of the corresponding social media platform and will only collect and store such personal information that we are permitted to collect by these social media platforms.

#### **Use of Your Information**

SRM uses personal information in the following ways:

1. **Membership and Certification Services:**
  - Verifying membership or certification statuses

- Processing event registrations, certifications, and membership payments
2. **Marketing and Communication:**
    - Sending promotional emails or newsletters (with proper consent).
    - Sharing details about services, events, or educational resources relevant to professional growth.
  3. **Internal Improvement:**
    - Enhancing website UI/UX or SRM programs via analytics insight.
  4. **Legal Compliance & Protection:**
    - Adhering to legal regulations or legitimate organizational interest, such as fraud prevention.

### **Third-Party Disclosure**

SRM will not sell or share information with unaffiliated third parties except under the following conditions:

1. To deliver requested services (e.g., secure payment processing, app services).
2. When legally mandated (e.g., responding to subpoenas or lawful governmental requests).
3. For SRM-affiliated chapters, sections, or similar programs supporting membership benefits.

### **Security – Protecting Your Data**

SRM implements safeguards (e.g., Secure Socket Layer encryption, restricted file access) to protect all member or visitor data.

Note: Despite our efforts, no method guarantees 100% security. Should data breaches occur, notifications will be delivered promptly.

### **Your Rights**

SRM supports rights under data privacy laws (e.g., General Data Protection Regulation). You may request details on:

1. Personal data SRM retains.
2. Correction or deletion (if lawful/eligible).
3. Transferring your personal data to third parties via explicit consent.

Contact us at [info@rangelands.org] for any related requests or to unsubscribe.

## **Final Updates & Retention**

Your data records won't extend beyond necessary service requirements or longstanding archival purposes (if legally obligated). For detailed user engagement, feel free to revisit this policy or explore opt-out options.