

Electronic Media Privacy Policy

The Colorado Mountain Club (CMC) recognizes that your privacy is important and that we have a responsibility to protect your private information. This policy applies to all websites and services provided by the CMC.

Information we collect

In order to provide our full range of services, we collect two types of information. The first type of Information is provided through optional, voluntary submissions. This information is collected when, for example, users sign up to receive our electronic newsletters, participate in interactive features (e.g. polls, surveys), make a donation, or become a member. Also, when you send email, instant messages, or other communication to the CMC, we may retain those communications in order to process your inquiries and respond to your requests. We occasionally analyze comments and feedback information to improve the quality of both our Web services and other activities.

The second type of information is obtained by interactions between our server and your browser. When you visit certain CMC sites, we send one or more cookies to your computer. A cookie is a small file containing a string of characters that uniquely identifies your browser. Most browsers are initially set up to accept cookies, but some people choose to reset their browser to refuse all cookies or to indicate when a cookie is being sent. If you choose to disable cookies or not to accept the cookies from the CMC sites, some CMC features and services may not function properly.

When you use the CMC sites, our servers automatically record information that your browser sends to us. These server logs may include information such as your web request, Internet Protocol address, browser type, browser language, the date and time of your request and search terms you have entered into a CMC site.

Links to other Sites

The CMC Web site contains links to other Web sites. We are not responsible for the content or privacy practices of those Web sites. For this reason, we encourage you to review the privacy policies of other Web sites before providing them personal information.

Use of Information

The CMC tracks user traffic patterns throughout all of our sites. However, we do not correlate this information with data about individual users. The CMC does break down overall usage statistics according to a user's domain name, browser type, and MIME type by reading this information from the browser string (information contained in every user's browser).

The CMC may aggregate and catalog the search terms that users enter in our Activity Schedule function, but these data are never associated with individual users. We use tracking information to determine which areas of our sites users like and don't like based on traffic to those areas. We do not track what individual users read, but rather how well each page performs overall. This helps us continue to build a better service for you.

Information Sharing

The CMC does not sell or exchange email addresses. In some instances, we use third-party companies to help us provide products and services to you, like a service that sends out our emails and e-newsletters or an order fulfillment house. In those instances we need to share your email address with them. We require that those companies use the information only to deliver the specific product or service they are contracted to provide.

Every time you receive an email newsletter, you will be provided the choice to opt-out of future emails by following the instructions provided in the email. We may release personal information if required by law, for example, to comply with a court order or subpoena. If you request us to share your information with another entity through our site, we will

share it only with that entity. All e-mail correspondence to and from the CMC e-mail addresses is subject to the Colorado Public Records Law, which may result in monitoring and disclosure to third parties, including law enforcement.

We may share with non-profit partners certain pieces of aggregated, non-personal information, such as the number of users who searched for a particular activity for example, or how many users took a class. Such information does not identify you individually. Every effort will be made to protect your privacy when information is shared with third parties.

We take reasonable steps to ensure that the personal information we process is accurate, complete, and current, but we depend on our users to update or correct their personal information whenever necessary. For site security purposes and to ensure that this service remains available to all users, the CMC web servers use industry-standard methods to monitor network traffic to identify unauthorized attempts to upload or change information, or otherwise cause damage.

Your Consent

By using this site, you consent to the collection and use of this information by the CMC. We will maintain a current copy of our privacy policy on this site, specifying what information we collect, how we use it, and under what circumstances we disclose it.

Inquiries

Please feel free to direct any questions or concerns regarding this Policy or the CMC's treatment of personal information by contacting us, through this web site or by writing to us at The Colorado Mountain Club, 710 10th Street, Suite 200, Golden, CO 80406. When we receive written concerns, we will respond to the correspondent regarding her or his concerns.