



First Alternative Co-op's Privacy Policy

At First Alternative Cooperative, hereafter referred to as 'The Co-op' we appreciate your personal privacy. This Privacy Policy is intended to explain what data we collect from our owners and customers who respond to our social media outreach messaging. The terms Site, Service and Owner that are used in this Privacy Policy are defined in the [Terms of Use](#). A "User" means someone who is simply visiting the Site (a "Visitor"). Our Service is intended for Users over thirteen (13) years of age and we will not intentionally collect or maintain information about anyone under thirteen (13) years of age. This Privacy Policy may be revised or updated at any time and we encourage you to check back often to ensure that you are familiar with the most recent version and the terms of our Privacy Policy.

When do we collect your personal information?

You may provide personally identifiable information ("PII") to us in the following ways:

- by registering as an Owner
- by subscribing to our email newsletter
- by sharing personal information when you post comments on our blog posts, such as your email address or Twitter handle
- by contacting us through www.firstalt.coop, or by emailing us at one of our email addresses listed on the website, like our [CONTACT US](#) page
- by providing us information through third party service providers, for example, Eventbrite, Facebook, or Twitter

In addition to PII, we may also collect non-personally identifiable information ("NPII") from Users when they visit the site.

What personal information do we collect?

Depending on the portion of the Site and Service that you interact with, PII we collect may include you:

- full name
- email address
- mailing address
- profile photo you submit
- Username or login IDs for Twitter, Facebook, Instagram, Snapchat

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- Company, job title, industry, gender

Non-personally Identifiable information NPPI we collect when you visit the Site may include:

- your IP address
- your approximate geographic location
- the operating system you are using
- the Internet browser you are using
- the Web page you requested to visit

How is my personal information used?

Depending on the email you've responded to, or social media platform you've interacted with, we may use your information in a number of ways:

- If you choose to subscribe (opt-in) to our email newsletter, we will send a digital copy to the email address you provided us. Owners/members can opt-out at any time by clicking the "Unsubscribe" link that is present on every email.
- The email address that you use when reaching us through our contact page will not be used for any reason except for responding to your inquiry.
- If you comment on the Site, and your comment violates our Terms of Use, we may use the contact information you provided in order to comment to notify you of the policy violation.
- From time to time, we may organize contests and other promotions. If you share information with us directly or through one of our third-party service providers, we may use the contact information you provided in order to notify you of the results
- We may use your NPPI to monitor consumer activity trends and improve the user experience
- We may disclose your PII if required to do so by process of law, or if necessary in order to investigate fraud, a violation of our Terms of Use or in connection with any harm being caused to a third party or their rights

Who else has access to my personal information?

Our Site or social profile may contain links to Internet sites or third party applications or widgets operated by other companies that we don't own or control. These links might have been added by us or by a User, such as in a submitted comment. Regardless of who added a given link, we're not responsible for the privacy practices of websites or other services operated by third parties. Once you leave the Site via such a link or access a third party application or widget, you should check the applicable privacy policy of that third party to determine how they will handle any PII they collect from you.

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For the majority of our events, we use a registration system that does not require any personal registration data to be shared with a third-party provider. However, from time to time, we or our partners use registration systems that do share your personal registration data with the system provider (such as Eventbrite).

Below are the privacy policies of some of the third parties who may indirectly provide services to us:

- Google: <http://www.google.com/intl/en/privacy/>
- Facebook: <http://www.facebook.com/policy.php>
- Twitter: <http://twitter.com/privacy>
- Eventbrite: https://www.eventbrite.com/support/articles/en_US/Troubleshooting/eventbrite-privacy-policy
- Survey Monkey: <https://www.surveymonkey.com/mp/policy/privacy-policy/>
- Mailchimp: <https://mailchimp.com/legal/privacy/>

If you register to attend a particular event in a particular city, and if the law permits, we may share your PII with: (a) our local organizing partner for that particular city; and (b) the event host who organized that particular event; however, we will not grant permission for those parties to share it with anyone else.

What about cookies?

Cookies are small bits of information that we might place on your computer. We would use cookies to identify your Internet browser, store Users' preferences, and determine whether you have installed sufficient enabling software needed to access certain parts of the Service. Data in cookies may be read to authenticate user sessions or provide features of the Service. You can program your computer to warn you each time a cookie is being sent, block third party cookies or block all cookies. However, by blocking all cookies you may not have access to certain features of the Service.

How do I remove my email or account information from your list(s)?

If you would like to delete your email or account information from our contact lists, please send us an email from the email address that is associated with your information at marketing@firstalt.coop.

You should be aware that it may not be technologically possible to remove each and every record of the information you have provided to us from our servers. The need to back-up our systems to protect information from inadvertent loss means that a copy of your PII may exist in a non-erasable form that may be difficult or impossible for us to locate.

In addition, we have the right to delete any account at any time if required to do so by process of law, or if necessary in order to investigate fraud, a violation of our [Terms of Use](#) or in connection with any harm being caused to a third party or their rights.

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How secure is my personal information?

We use commercially reasonable administrative, technical, personnel and physical measures to safeguard PII against loss, theft and unauthorized use, disclosure or modification. However, we cannot completely guarantee the security of PII. Although we make commercially reasonable efforts to protect your PII from loss, misuse, or alteration by third parties, you should be aware that there is always some risk involved in transmitting information over the Internet.

We don't collect or retain your personal financial information ("PFI"), such as credit card data. If in the future we offer services that require you to provide your PFI, your PFI will be collected by, provided to and processed by a third party payment processor – not us – and their treatment of your PFI will be covered by their privacy policy.