

The Missouri Park and Recreation Association (MPRA) is committed to protecting your privacy. This Statement of Privacy applies to the MPRA website at [www.mopark.org](http://www.mopark.org) and governs its data collection and usage. By using the MPRA website, you consent to the data practices described in this statement.

### **Collection of your Personal Information**

MPRA collects personally identifiable information, such as your e-mail address, name, home or work address or telephone number. MPRA also collects anonymous demographic information, which is not unique to you, such as your ZIP code, age, gender, preferences, interests and favorites.

There is also information about your computer hardware and software that is automatically collected by MPRA. This information can include: your IP address, browser type, domain names, access times and referring website addresses. This information is used by MPRA for the operation of the service, to maintain quality of the service, and to provide general statistics regarding use of the MPRA website.

MPRA encourages you to review the privacy statements of websites you choose to link to from MPRA so that you can understand how those websites collect, use and share your information. MPRA is not responsible for the privacy statements or other content on web sites outside of the MPRA and MPRA family of websites.

### **Use of your Personal Information**

MPRA collects and uses your personal information to operate the MPRA website. MPRA also uses your personally identifiable information to inform you of other products or services available from MPRA and its affiliates. MPRA may also contact you through surveys to conduct research about your opinion of our services or of potential new services that may be offered.

MPRA does not sell, rent or lease its customer lists to third parties. MPRA may, from time to time, contact you on behalf of external business partners about a particular offering that may be of interest to you. In those cases, your unique personally identifiable information (e-mail, name, address, telephone number) is not transferred to the third party. In addition, MPRA may share data with trusted partners to help us perform statistical analysis, send you email or postal mail, provide customer support, or arrange for deliveries. All such third parties are prohibited from using your personal information except to provide these services to MPRA, and they are required to maintain the confidentiality of your information.

MPRA does not use or disclose sensitive personal information, such as race, religion, or political affiliations, without your explicit consent.

MPRA keeps track of the websites and pages our customers visit within MPRA, in order to determine what MPRA services are the most popular. This data is used to deliver customized content and advertising within MPRA to customers whose behavior indicates that they are interested in a particular subject area.

MPRA websites will disclose your personal information, without notice, only if required to do so by law or in the good faith belief that such action is necessary to: (a) conform to the edicts of the law or comply with legal process served on MPRA or the site; (b) protect and defend the rights or property of MPRA; and, (c) act under exigent circumstances to protect the personal safety of users of MPRA, or the public.

### **Use of Cookies**

The MPRA website uses "cookies" to help you personalize your online experience. A cookie is a text file that is placed on your hard disk by a web page server. Cookies cannot be used to run programs or deliver

viruses to your computer. Cookies are uniquely assigned to you, and can only be read by a web server in the domain that issued the cookie to you.

One of the primary purposes of cookies is to provide a convenience feature to save you time. The purpose of a cookie is to tell the Web server that you have returned to a specific page. For example, if you personalize MPRA pages, or register with MPRA site or services, a cookie helps MPRA to recall your specific information on subsequent visits. This simplifies the process of recording your personal information, such as billing addresses, shipping addresses, and so on. When you return to the same MPRA website, the information you previously provided can be retrieved, so you can easily use the MPRA features that you customized.

You have the ability to accept or decline cookies. Most Web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. If you choose to decline cookies, you may not be able to fully experience the interactive features of the MPRA services or websites you visit.

### **Security of your Personal Information**

MPRA secures your personal information from unauthorized access, use or disclosure. MPRA secures the personally identifiable information you provide on computer servers in a controlled, secure environment, protected from unauthorized access, use or disclosure. When personal information (such as a credit card number) is transmitted to other websites, it is protected through the use of encryption, such as the Secure Socket Layer (SSL) protocol.

### **Changes to this Statement**

MPRA will occasionally update this Statement of Privacy to reflect company and customer feedback. MPRA encourages you to periodically review this Statement to be informed of how MPRA is protecting your information.

### **Contact Information**

MPRA welcomes your comments regarding this Statement of Privacy. If you believe that MPRA has not adhered to this Statement, please contact us at 573-636-3828 or [info@mopark.org](mailto:info@mopark.org). We will use reasonable efforts to promptly determine and remedy the problem.