

ZooMonitor Privacy Policy

Last updated: August 24th, 2023

This statement describes *ZooMonitor*'s privacy policy and what practices we follow with respect to the privacy of your information as you use the ZooMonitor.org website ("Site") and web application (collectively "Services"). *ZooMonitor*[™] is a trademark of Lincoln Park Zoo. *ZooMonitor* is maintained by Tracks Data Solutions. If you have any questions about this policy or our practices, please email us at ZooMonitor@lpzoo.org.

What Personal Information We Collect

ZooMonitor collects your personal information to provide and manage our Services. When you register for *ZooMonitor*, you will be asked to provide your name, email address, physical address, and information about the institution you work for including your position, institution name, type of institution, and accreditation status. This information is additionally shared and stored by the third-party marketing platform, MailChimp, to allow us to provide email communication with you. After registering, you will be provided a default username (name and email provided at registration) and password. When using *ZooMonitor*, you can create additional user accounts that include name, email, and passwords. If you choose to subscribe to email notifications, you are asked to provide your name, email, and information about the institution you work for including your position and institution name. Credit card information for paid accounts is stored and processed by our third-party payment vendor, Stripe.

Some information is automatically collected when you visit our Site. To monitor traffic to our Site, we use third-party cookies provided by Google Analytics. Information that is tracked include your IP address, browser, OS, language, country, and city. In addition, session duration on the Site is also tracked. For more information, please see our **Use of Cookies** section.

For more information on these third-party companies' privacy policies, please use the following links:

MailChimp: <https://mailchimp.com/legal/privacy/>

Stripe: <https://stripe.com/privacy>

Google: <https://policies.google.com/privacy>

How We Use Personal Information That We Collect

We may use your personal information within *ZooMonitor*: (1) to perform software maintenance, including bug fixes and updates to the software; (2) to answer your questions about services, billing, or use of *ZooMonitor*; (3) to process and collect payments for our Service; (4) to conduct user surveys; (5) to contact you about new services that we offer. In addition, if you consented to sharing your aggregate

non-personal information on your use of *ZooMonitor* upon registration, this information may be shared to promote *ZooMonitor* including through presentations, publications, and grant proposals.

How We Store and Protect Your Information

We work to protect your personal data using industry-standard techniques, such as firewalls, encryption, and intrusion detection. Your personal data is stored in the United States and is only accessible by the development team at Zier Niemann Consulting and the *ZooMonitor* product manager for Lincoln Park Zoo. Your data are retained no longer than necessary for your use of the Service or as required by law. To help maintain the security of your account, we recommend you do not provide your sensitive account information, including your license key and password, to others. We will never ask you for your password or license key. If you feel your account has been compromised in any way, please contact us immediately at ZooMonitor@lpzoo.org.

How We Disclose Personal Information

ZooMonitor does not sell your personal data or disclose your data in any way to marketers. Your personal data is provided to trusted third-party services as outlined in the **What Personal Information We Collect** section. Your data may only be disclosed to other entities if (1) you have authorized us to do so; (2) we are legally required to do so, for example, in response to a subpoena, court order, or other legal process; (3) disclosure is necessary in order for a third party (e.g., a consultant) to provide technology support, development, and/or upgrades for *ZooMonitor*, and/or, (4) it is necessary to protect our property rights. With your optional consent upon registration, we may also share aggregate, non-personal information about your usage of the Service with unaffiliated third parties for the sole purpose of promoting *ZooMonitor*.

How to Review and Change Your Personal Information

You can update your account information anytime by logging in to your admin portal. To update billing information, you can go to the Account Settings page in the Configuration section and click “Update Card Details”. You can update your user account details, including usernames, passwords, and emails, by going to the Admin Users page in the Configuration section. You may also contact us to close your account and delete all stored personal information.

How to Exercise Your Data Protection Rights

Depending on your location, you may have additional rights to request, verify, remove, or transfer information regarding your personal data. To exercise these rights, please contact us at ZooMonitor@lpzoo.org.

Use of Cookies

ZooMonitor uses a standard technology called “cookies” to collect information about how our site is used. Cookies were designed to help a website operator determine that a particular user had visited the site previously and thus save and remember any preferences that may have been set. We may use cookies to keep track of information about your current web browsing session which will be discarded as soon as you log out or close your web browser. This information also allows us to statistically monitor how many people are using our site and for what purpose. We may also make use of “persistent or memory based” cookies, which remain on your computer’s hard drive until you delete them. These cookies are used to pre-populate forms you complete on our website based on information you have previously provided to us. Although you have the ability to modify your browser to either accept all cookies, notify you when a cookie is sent, or reject all cookies, it may not be possible to utilize our services if you reject cookies.

ZooMonitor uses the services of Google Analytics to collect and analyze statistical data about visitors to our website. These analytic services do not collect personally identifiable information as interpreted by Google: <https://support.google.com/analytics/answer/7686480>. You may elect to opt out of the use of non-personally identifiable data by Google Analytics by downloading and installing an add-on to your web browser found here: <https://tools.google.com/dlpage/gaoptout>. You may find out more about how Google Analytics collects and processes data by visiting “How Google uses data when you use our partners’ sites or apps,” found here: <https://policies.google.com/technologies/partner-sites?hl=en-US>

Use by Minors

The *ZooMonitor* Service is not intended for individuals under the age of sixteen (16), and we ask you to not provide personal information through our Service.

Jurisdiction Specific-Policy Notices

If you are a resident of an EU country, please view our privacy notice for EU residents [here](#).

If you are a resident of California, please view our privacy notice for CA residents [here](#).

Policies Are Subject To Change

ZooMonitor may periodically update this policy. We will notify you within 30 days before a change in this policy. You can always find the most up-to-date version of this policy here:

<https://zoomonitor.org/privacy>