



TrailsMV Privacy Policy

Sheriff's Meadow Foundation and its affiliates (individually and collectively, "SMF", the "Organization", "we", "us", and "our") respect your privacy and are committed to protecting it through our compliance with this Privacy Policy (the "Privacy Policy").

This Privacy Policy describes the types of information we may collect from you or that you may choose to provide when you download and use the TrailsMV mobile application (the "App"), and how we use and disclose that information. By using the App, you agree that your information will be handled as described in this Privacy Policy. This Privacy Policy applies to your use of the App and to information we collect through the App.

Before you download or use the App, please read this Privacy Policy carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, it is your choice not to use the App. By downloading or using the App, you agree to this Privacy Policy. This Privacy Policy may change from time to time and your continued use of the App after we make changes is deemed to be an acceptance of those changes. Therefore, please check the Privacy Policy periodically for updates.

THE INFORMATION WE COLLECT ABOUT YOU AND HOW WE COLLECT IT

When you download and use the App, we do not collect information by which you can be personally identified, such as name, mailing address, email address, date of birth, telephone number, or other identifiers by which you can be identified or contacted ("Personal Information"). Once you have downloaded the App, we may use automatic data collection technologies to collect and store information about the phone or other equipment on which you view the App; browsing actions; the length of time spent on the App; the dates, times, and length of visits to the properties on the App; trails visited; other location information; and the residency of App users. This information, however, is anonymous and is not tied to individual users or their Personal Information. The App's User Profile features an option for Users to choose to be removed from anonymous data collection.

We may collect and store "User-Generated Content" (any text, images, photos, location data, and all other forms of data or content that you post to the App). We may display User-Generated Content on the App, as well as on the SMF website and social media. All User-Generated Content that you choose to post on the App is posted at your own risk. All User-Generated Content becomes public and we cannot prevent such content from being used in a manner that may violate this Privacy Policy, the law, or your personal privacy. In addition, other users of the App may be able to identify you, or associate you with your user account if you include personal identifying details in your User-Generated Content.

Our service providers may supply us with information about use of the App in order to help us better understand and respond to users' preferences, improve the quality of our services to users, prevent or detect fraud, and for other business purposes.

You may choose to receive notifications or information from SMF or TrailsMV administrators by:

(i) granting permission to us by contacting us by phone, mail, email or in person, or by giving permission via the App or our website; or (ii) registering for an event or making a contribution, by phone, mail, email, in person, at an event, or via the App or our website. If you do so, we will collect and store the Personal Information that you provide to us. From time to time, we may collect Personal Information from you in ways not described above, subject to your express approval.

HOW WE USE INFORMATION

We may use information collected through your use of the App for the following purposes: (i) to provide the App's services to you, including its navigational features, to allow you to participate in interactive features of the App, to communicate about the App, to respond to your inquiries, and for other customer service purposes; and (ii) to better understand how users access and use the App, both on an aggregated and individualized basis, in order to improve the ways in which the App responds to user desires and preferences, and for other research and analytical purposes (such as analyzing trail use, frequency and locations of App use, individual App features, etc.).

HOW WE DISCLOSE INFORMATION

We do not sell or rent App users' Personal Information to any third party. Further, we do not share App users' Personal Information with any third parties for their direct marketing purposes.

We may disclose or share the information we collect as follows:

- **User-Generated Content.** Any User-Generated Content that you choose to post to the App is publicly available, and we may display it on the App, the SMF website, and social media.
- **If Required By Applicable Law.** If required to do so by law or in the good faith belief that such action is necessary to comply with legal or regulatory obligations, including but not limited to responding to lawful requests from public authorities and to meeting national security or law enforcement requirements.
- **To Protect Us and Others.** We also may disclose the information we collect from you where we believe it is necessary to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the safety of any person, violations of any terms of use or this Privacy Policy, as evidence in litigation or arbitration, to protect and defend our rights or property, or to protect against legal liability.
- **Aggregate and General Information.** We may share aggregate and general information, not including Personal Information, about the number of users of the App, property visits, trail use, frequency and locations of App use, individual App features, etc., with other conservation groups, government entities and other groups for land management, planning, and other purposes.

USER-GENERATED CONTENT

As noted, you can post content to the App, including text, images, photos, location data, and all other forms of data or communication and other content and information. If you post such content, however, it will be available to other users of the App. We may display it on the App, the SMF website, and social media, and others may use it. Your User-Generated Content will be public and we cannot prevent it from being used in a manner that may violate this Privacy Policy, the law, or your personal privacy. In addition, other users may be able to identify you or associate you with your user account if you include personal identifying details in your postings.

CHILDREN UNDER 13

The App is intended for general audiences and is not directed to children under the age of 13. We do not knowingly collect Personal Information from children under 13. No one under the age of 13 may provide any information to or on the App. If you are under 13, do not provide any information on the App or use any of the interactive or public comment features of the Services, or provide any information about yourself to us. If we become aware that a child has provided us with personal information, we will take steps to delete such information.

YOUR CALIFORNIA PRIVACY RIGHTS

The California Consumer Privacy Act of 2018 may apply for users of the App who are California residents. To make a request pursuant to that Act, please send an email to trailsmv@sheriffsmeadow.org.

THIRD PARTIES

The App may contain links to third-party websites. Any access to and use of such websites is not governed by this Privacy Policy, but instead is governed by the privacy policies of those websites. We are not responsible for the security or information practices, or any other practices, of such websites. We are not responsible for the security or information practices, or any other practices, of Apple, Google, or any other platform, site, or entity through which you download the App, or for their collection, storage, use, disclosure, or other handling of any Personal Information.

SECURITY

You use the App at your own risk. We have implemented safeguards to prevent personal information from being lost, altered, or disclosed, or used or accessed in an unauthorized way. However, no method of transmission over the internet, an app, email, or mobile device, and no method of electronic storage, is fully secure or error-free. Therefore, you should take special care in deciding what information you provide to us or post via the App, our website, internet, email, or mobile device. In addition, we are not responsible for circumvention of any privacy settings or security measures.

INTERNATIONAL USERS

Any information we collect about your use of the App will be transferred to the United States. The laws in the United States may not provide equivalent privacy protection as the laws of your home jurisdiction. By using the App, you are expressly consenting to the transfer of your information to the United States and as otherwise described in this Privacy Policy.

MODIFICATIONS TO THIS PRIVACY POLICY

We may revise this Privacy Policy from time to time. The most current version of the Privacy Policy will govern the use of the App and our use of your information. By continuing to access or use the App after any such changes, you agree to be bound by the revised Privacy Policy.

CONTACT INFORMATION

To ask questions about this Privacy Policy and our privacy practices, contact us via email at trailsmv@sheriffsmeadow.org.

[Updated March 2023]