

DVNHA Privacy Policy

Privacy Policy

Last Updated: June 2025

The Death Valley Natural History Association (DVNHA) is committed to protecting your privacy. This policy describes how we collect, use, and safeguard your information when you visit our websites: dvnha.org and store.dvnha.org.

1. Who We Are

DVNHA is a 501(c)(3) nonprofit organization supporting education, preservation, and scientific research in Death Valley National Park and Ash Meadows National Wildlife Refuge. Proceeds from purchases and donations directly support this mission.

2. Information We Collect

We collect information in two main ways:

a. Information You Provide Directly

When you interact with our sites, you may voluntarily provide:

- Name, email address, phone number
- Billing and shipping address
- Payment information (processed by third-party providers)
- Additional information when subscribing to newsletters, donating, or placing an order

b. Information Collected Automatically

When you visit our websites, we may automatically collect:

- IP address, browser type, and device info
- Page views and user activity
- Referring URLs and search terms

This data may be collected through cookies and analytics tools.

3. How We Use Your Information

We use your information to:

- Process purchases and donations
- Fulfill and ship orders from our online store
- Send email updates and respond to inquiries

- Improve our websites and user experience
- Track performance and conversions via analytics tools

4. Cookies and Analytics

We use cookies and similar technologies to improve functionality and understand how visitors use our websites. These include:

- **Google Analytics 4 (GA4)** - to monitor traffic and behavior
- **Google Tag Manager (GTM)** - to manage website tracking
- **Google Ads (Grant Program)** - to promote our mission via targeted search advertising

You can manage your cookie preferences in your browser settings, and opt out of Google Analytics tracking using the Google Analytics Opt-out Browser Add-on.

5. Third-Party Services

We use trusted third-party services to support our operations, including:

- Payment processing (e.g., Shopify, PayPal)
- Email communications (e.g., Mailchimp)
- Ecommerce fulfillment through our online store

These providers have their own privacy policies and comply with industry standards.

6. Data Security

We take reasonable technical and organizational precautions to protect your personal information. Our websites use HTTPS encryption to secure all traffic.

7. Your Rights & Choices

You have the right to:

- Access or correct your personal information
- Unsubscribe from email communications
- Request deletion of your information

To make a request, contact us using the information at the end of this document.

8. Children's Privacy

Our websites are not intended for children under the age of 13, and we do not knowingly collect personal information from minors.

9. Updates to This Policy

This policy may be updated periodically. The latest version will always be available on this page, with the effective date noted above.

10. Contact Us

If you have any questions about this Privacy Policy or your data, please contact us:

Death Valley Natural History Association

P.O. Box 188

Death Valley, CA 92328

Email: memberships@dvaha.org

Phone: 800-478-8564