

**Effective Date:** 15<sup>th</sup> February 2019

Thank you for visiting the Vermont State Parks Reservation and Point of Sale Portal and reviewing our privacy policy. This Portal, together with related mobile applications ("Applications") and the online products and services (collectively, "Services") available on the site or Applications, are administered and hosted by RA Outdoors, LLC d/b/a Aspira. The information we receive depends on what you do when you visit our site. The essence of our privacy policy is simple and clear: we will collect no personal information about you when you visit our Portal unless you voluntarily choose to provide that information to us, for example, by entering information in a voluntary online form, or by performing a premium service transaction like setting up a user account, making a camping reservation or purchasing goods online. More information is as follows:

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## **Overview**

Here is how we handle information about your visit to our Portal:

If you do nothing during your visit but browse through the Portal, read pages, or download information, we will gather and store certain information about your visit automatically. Your Web browser software transmits most of this information to us. **This information does not identify you personally.**

We may also use cookies, web beacons, tags, scripts, and other automated devices to collect information, including personally identifiable information, about you when you visit our site and receive emails from us. Specifically, we may automatically collect and store the following information about your visit:

- The numeric **IP address** (an IP address is a number that is automatically assigned to your computer whenever you are surfing the Web) from which you access the Vermont State Parks Reservation and Point of Sale Portal. Our software can then map these IP addresses into Internet domain names, for example, "xcompany.com" if you use a private Internet access account, or "yourschool.edu" if you connect from a university's domain.
- The **type of browser** and **operating system** used to access our Portal.
- The **date and time** you access our Portal.
- The **length of time** you are logged into our Portal.
- The **pages** you visit, including graphics loaded from each page and other documents you download, such as PDF (Portable Document Format) files and word processing documents.
- If you linked to our Portal from another website, the **address of that website**. Your web browser software transmits this information to us.

We use this information to help us make our site more useful to visitors -- to learn about the number of visitors to our site and the types of technology our visitors use. **We do not track or record information about individuals and their visits.**

To use certain features, you may need to create an account or otherwise provide us with information. When you create an account with us or register for an activity, we may ask you to provide the following:

- Your first and last name;
- Your email address and your desired password;

- Your display name (this is the name other people will see when you post items to one of our Sites or engage in other similar activities on our site);
- Your date of birth;
- Your subscription preferences (whether and what types of information you would like us to send you);
- Information about your activities and interests;
- Other profile data, such as contact information and occupation; and
- Payment information, such as credit card or financial account numbers (if applicable).

When performing a transaction using a premium service, we may require additional information about you in order to complete your request. For example, we may need your driver's license number in order to verify your identity and process your request. In addition, we might collect public agency reservation information (e.g., information about your planned visit to a specific government agency-operated or government agency-administered campground or park, such as dates of stay or number of occupants, other than personal information). Any such personal information is used only as necessary in order to help complete your transaction.

In some of our email messages, we use a "click-through URL" linked to content on the site. When a consumer clicks one of these URLs, they pass through a separate web server before arriving at the destination page on the site. We track this click-through data to help us determine interest in particular topics and measure the effectiveness of our consumer communications. If you prefer not to be tracked in this way, you should not click text or graphic links in the email messages.

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## **Cookies**

A cookie is a small text file that a website can place on your computer's hard drive in order, for example, to collect information about your activities on the site or to make it possible for you to use an online shopping cart to keep track of items you wish to purchase. The cookie transmits this information back to the website's computer which, generally speaking, is the only computer that can read it. Most consumers do not know that cookies are being placed on their computers when they visit websites. If you want to know when this happens, or to prevent it from happening, you can set your browser to warn you when a website attempts to place a cookie on your computer.

The cookies used on our Applications are categorized as follows:

- Strictly necessary
- Performance
- Functionality

### **Strictly Necessary**

"Strictly Necessary" cookies let you move around our websites and use essential features like secure areas and shopping baskets. Without these cookies, services you have asked for cannot be provided. Please note that these cookies do not gather any information about you that could be used for marketing or remembering where you've been on the internet.

*We use these Strictly Necessary cookies to:*

- Remember information you have entered on order forms when you navigate to different pages during a web browser session;
- Remember the goods and services you ordered when you get to the checkout page;
- Identify you as being logged in to our websites;
- Make sure you connect to the right service on our websites when we make any changes to the way our websites works; or
- To route users to specific applications of a service, or specific servers.

Accepting these cookies is a condition of using our websites, so if you prevent these cookies we can't guarantee your ability to use our websites or how the security on our websites will perform during your visit.

## **Performance**

“Performance” cookies collect information about how you use our websites (e.g., which pages you visit, and if you experience any errors). These cookies do not collect any information that could identify you and are only used to help us improve how our websites work, understand what interests our users, and measure how effective our advertising is.

*We use Performance cookies for:*

- Web Analytics: To provide statistics on how our websites are used;
- Error Management: To help us improve our websites by measuring any errors that occur;
- Testing Designs: To test different designs of our websites; or
- Content Management: To help optimize the delivery of certain media, such as video.

Some of our Performance cookies are managed for us by third parties. Where this is the case, we don't allow the third party to use the cookies for any purpose other than those listed above.

By using our websites, you accept the use of “Performance” cookies. Accepting these cookies is a condition of using our websites, so if you prevent them we cannot guarantee how our websites will perform for you.

## **Functionality**

“Functionality” cookies are used to provide services or to remember settings to improve your visit.

*We use Functionality cookies to:*

- Remember settings you've applied, such as layout, text size, preferences, and colors;
- Remember if we've already asked you if you want to fill in a survey;
- Show you when you're logged in to our websites; or
- Remember volume settings when playing video.

Some of these cookies are managed for us by third parties. Where this is the case, we don't allow the third party to use the cookies for any purpose other than those listed above.

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## **Email and Online Forms**

If you choose to identify yourself by sending us an email or by using our online forms - as when you fill in an online registration for premium services; send an e-mail to site administrator or someone else; or by filling out some other form with your personal information and submitting it to us through our Portal - we use that information to respond to your message and to help us get you the information you have requested. We treat e-mails the same way we treat letters sent to Vermont State Parks.

- We only share the information you give us with another government agency if your inquiry relates to that agency, or as otherwise required by law.
- If you choose to subscribe to a feature such as online reminders, newsletter or new services and updates on the site. You may unsubscribe at any time.
- Registered users can edit or delete their account information by e-mailing, phoning, or faxing Vermont State Parks. Please understand that, although we can delete your account online, state records retention laws may require us to maintain information about your account for a period of years.
- Vermont State Parks does occasionally share your email address with official non-profit foundations that support the parks, such as Vermont Parks Forever, Friends of Green River Reservoir and Friends of Waterbury Reservoir. If we do share your email, it is for specific, limited one-time use in order to deliver content specifically related to the parks.
- Vermont State Parks does not collect information for commercial marketing. We will not sell or rent your personally identifiable information to anyone.

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## **Personal Information**

In addition to email, Vermont State Parks may ask for your personal information in order to process various transactions. Examples include:

- Requests for site feedback, surveys, and contests.
- When paying by credit card (to verify the card we ask for the cardholder's name and address in addition to account number and card expiration date).
- When performing a transaction using a premium service; we will log the user's login name for billing purposes or for other purposes required by law.

All of these activities are purely voluntary. You will always have the option of whether to perform the transaction and provide this information. Please understand, however, that in order to open a premium service account or perform a service transaction, you will be required to provide some personal information. Whether to perform the transaction is up to you.

Vermont State Parks will send personally identifiable information about you to other companies, agencies, or people when:

- We have your consent to share the information;
- We need to share your information to provide the product or service you have requested. For example, to process payments we use a third party billing company, and we send information for billing purposes only;
- We need to send the information to companies who work on behalf of Vermont State Parks to provide a product or service to you. (Unless we tell you differently, these companies do not have any right to use the personally identifiable information we provide to them beyond what is necessary to assist us);
- We are required to do so by law, subpoena, court order or legal process; or
- We find that your actions on our Portals violates the Portal's Terms of Use, the Vermont.gov Terms of Service, or any of our usage guidelines for specific products or services.

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### **How Do We Use Your Information?**

We may use the information that we gather about you for the following purposes:

- To provide our Services to you, to communicate with you about your use of our Services and for other customer service purposes;
- To provide information that you have requested to receive from us in response to your opt-in requests;
- To improve our site and Services by providing personalized experiences, location customization, personalized help, and instructions; and
- To better understand how users access and use our sites and Services, both on an aggregated and individualized basis, and for other research purposes.

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### **Online Transactions with Governmental Agencies**

When you provide personally identifiable information to Vermont State Parks through the Vermont State Parks Reservation and Point of Sale Portal in order to receive requested specialized services, such information is handled as it would be on an in-person visit to a government office, and subject to the laws, regulations, practices, and procedures of Vermont State Parks.

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## **Personally Identifiable Information Available From Vermont State Parks Over the Web**

Vermont State Parks may already have, or may acquire, personally identifiable information through the normal functions of government. Vermont law governs the use of this information according to Public Records Acts. If state or federal law treats information as public and not confidential, Vermont State Parks may choose to make the record available through the Vermont State Parks Reservation and Point of Sale Portal or through Vermont.gov in much the same manner as the agency would make a record available to a member of the public who visits the agency in person.

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## **Links to Other Sites**

Third party applications may be available on our Sites. The owners or providers of those third party applications may collect personally identifiable information from you. Their collection of information is bound by their own information collection policies and practices. We are not responsible for the collection and use of your information by third parties.

At times, our Sites and Applications may contain links to other third party websites. Any access to and use of such linked websites is not governed by this Policy, but, instead, is governed by the privacy policies of those third party websites, and we are not responsible for the information practices of such third party websites.

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## **Security**

We take very seriously the integrity of the information and systems that we maintain. As such, we have instituted commercially reasonable security measures for all information systems under our control to protect our Portal and the information we collect from loss, misuse and unauthorized access, disclosure, alteration, and destruction. Please be aware that despite our efforts, no data security measures can guarantee 100% security all of the time. Please keep this in mind when disclosing any of your personal information via our Portal.

For site security purposes and to ensure that our internet services remain available to all users, we employ software programs to monitor traffic to identify unauthorized attempts to upload or change information or otherwise cause damage. In the event of authorized law enforcement investigations and pursuant to any required legal process, information from these sources may be used to help identify an individual.

Your Vermont State Parks account information is password-protected for your privacy and security. In certain areas, as with credit card transactions, our Portal uses industry-standard secure socket layer (SSL) encryption to protect data transmissions.

All credit card information is immediately encrypted upon receipt and authenticated through secure 128-bit SSL communications channels.

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## **Kids' Page Safety and Privacy**

The Vermont State Parks Reservation and Point of Sale Portal is not directed to children under 13, and Vermont State Parks does not knowingly collect personal information from children under 13. In the event a child under 13 does provide information through our Portal without his or her parent or legal guardian's verified consent, it is only used to enable us to respond to that child (or his or her parent or legal guardian) to inform the child that he or she cannot create an account or otherwise use the Services. Subsequently, we will make commercially reasonable efforts to delete such information.

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### **Notice to International Visitors**

Our Portal, Applications, and Services are controlled and operated by us from the United States, and are not intended to subject us to the laws or jurisdiction of any state, country or territory other than the United States. Your personal information may be stored and processed in any country where we have facilities or in which we engage service providers. By using our site, Applications, and/or Services, you consent to the transfer of information to countries outside of your country of residence, including the United States, which may have different data protection rules than those of your country.

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### **Special Notice to California Residents**

**California “Shine the Light” Request.** California Civil Code Section 1798.83 permits individual California residents to request certain information regarding our disclosure of certain categories of personal information to third parties for those third parties’ direct marketing purposes. You may make no more than one such request per calendar year. In your request, please attest to the fact that you are a California resident and provide a current California address for your response. You may request this information in writing by contacting us at:

#### **Vermont State Parks**

1 National Life Drive, Davis 2  
Montpelier, VT 05620  
1-888-409-7579  
email: [parks@vermont.gov](mailto:parks@vermont.gov)

We reserve our right not to respond to requests submitted other than to the email or mailing addresses specified in this Section.

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### **Changes to this Privacy Policy**

The Vermont.gov Oversight Committee has approved this policy. Vermont State Parks may, with the approval of the Vermont.gov Oversight Committee, revise this policy from time to time. If we make any substantial changes we will notify you by posting a prominent announcement on our Portal. Your continued use of our Portal after any changes or revisions to this policy will indicate your agreement with the terms of the revised policy. This is a statement of policy and should not be interpreted as a contract of any kind.

### **Contact Us**

#### **Vermont State Parks**

1 National Life Drive, Davis 2  
Montpelier, VT 05620  
1-888-409-7579  
email: [parks@vermont.gov](mailto:parks@vermont.gov)