

## Bird Id Privacy Policy

March 11<sup>th</sup> 2008

This Policy applies to all of the websites offered by Bird Id.

If you have any questions about this Policy, please feel free to contact us via email ([webmaster@birdid.org](mailto:webmaster@birdid.org)).

### Information we collect and how we use it:

We offer a number of services that do not require you to register for an account or provide any personal information to us, e.g. the Bird Id “Identify bird” and other search facilities.

In order to provide our full range of services, we may collect the following types of information:

- **Information you provide** - When you register with Bird Id, we ask you for personal information (such as your name, email address and an account password).
- **Bird Id cookies** - When you visit Bird Id, we send one or more cookies - a small file containing a string of characters - to your computer that uniquely identifies your browser. Most browsers are initially set up to accept cookies, but you can reset your browser to refuse all cookies or to indicate when a cookie is being sent. *Note, however, that Bird Id features and services may not function properly if your cookies are completely disabled.* For more information please refer to the Bird Id Cookie Policy document.
- **Log information** - When you use Bird Id services, our servers automatically record information that your browser sends whenever you visit a website. These server logs include information such as your web request, Internet Protocol address, browser type, browser language, and the date and time of your request.
- **User communications** - When you send email or other communication to Bird Id, we may retain those communications in order to process your enquiries, respond to your requests and improve our services.
- **Affiliated sites** – Bird Id does not use affiliated sites.
- **Links** – Bird Id may present relevant “Google Ads”, if you choose to click on a “Google Ad” the link may enable Google to track whether the link has been followed.
- **Other sites** - This Privacy Policy applies to web sites and services that are owned and operated by Bird Id. We do not exercise control over the sites displayed as part of “Google Ads”. When you access these other sites, they may place their own cookies or other files on your computer, collect data or solicit personal information from you.

Bird Id processes personal information on our servers in the United Kingdom.

### Choices for personal information

When you sign up for a particular service that requires registration, we ask you to provide personal information. If we need to use this information in a manner different than the purpose for which it was collected, then we will ask for your consent prior to such use.

You can decline to submit personal information to any of our services, in which case Bird Id may not be able to provide those services to you.

### **Information sharing**

Bird Id does not share personal information with any other organization.

Bird Id is UK based and will comply with an explicit written instruction from a UK Court of Law to provide information.

### **Information security**

We take appropriate security measures to protect against unauthorised access to or unauthorised alteration, disclosure or destruction of data.

We restrict access to personal information to Bird Id staff that need to know that information in order to operate, develop or improve our services. These individuals are bound by confidentiality agreements.

### **Data integrity**

Bird Id processes personal information only for the purposes for which it was collected and in accordance with this. We review our data collection, storage and processing practices to ensure that we only collect, store and process the personal information needed to provide or improve our services. We take reasonable steps to ensure that the personal information we process is accurate, complete, and current, but we depend on our users to update or correct their personal information whenever necessary.

### **Accessing and updating personal information**

When you use Bird Id services, we make good faith efforts to provide you with access to your personal information so that you may update it. If you experience any difficulty in amending your data please contact us by email ([webmaster@birdid.org](mailto:webmaster@birdid.org)).

### **Changes to this policy**

Please note that this Privacy Policy may change from time to time. We will not reduce your rights under this Policy without your explicit consent, and we expect most such changes will be minor. Regardless, we will post any Policy changes on this page and, if the changes are significant, we will provide a more prominent notice (including, where appropriate, email notification of Policy changes). Each version of this Policy will be identified at the top of the page by its effective date, and we will also keep prior versions in an archive for your review.

If you have any additional questions or concerns about this Policy, please feel free to contact us by email ([webmaster@birdid.org](mailto:webmaster@birdid.org)).