



Purpose

Welcome to the website (“Site”) of San Antonio Zoo. We are committed to protecting your privacy when you use our Site, make purchases through our secure e-commerce system, and receive our E-newsletter. This privacy policy explains the information we collect when you visit our Site, how we collect it, how we use it, and how we protect it; this policy does not apply to offline activities. We will never ask you for your social security number, sex, race, national origin, or disability, and we will never sell or share your information with other organizations.

Your use of our Site constitutes your agreement to the terms of this policy. From time to time, we may modify this policy, so please review it periodically for changes. Your continued use of our Site after we have modified the policy indicates your agreement to the modified terms.

Security

All of our users’ information, not just sensitive information, is restricted in our offices. Only employees who need the information to perform a specific job (for example, our billing clerk or a customer service representative) are granted access to personally identifiable information. All employees are trained and kept up-to-date on our security and privacy practices. Our employees are notified and reminded regularly about the importance we place on privacy and what they can do to ensure our users’ information is protected.

We utilize both online and offline security methods, including firewalls, passwords, and restricted physical access to the places where your information is stored to help protect personally identifiable information.

Type of Information Actively Collected

Any personally identifying information that is obtained from this Site occurs only through Internet transactions submitted by the user through a secure server and is strictly used for legitimate San Antonio Zoo business, including the purchase of tickets, memberships, contributions, or group reservations. Upon receipt of any personally identifying information through such transactions, which may include name, address, phone, email or credit card number and expiration date, postal or email addresses may be used to update the individual with pertinent zoo information and to support the relationship between the user and San Antonio Zoo.

Type of Information Passively Collected

In addition to the information which users actively provide to San Antonio Zoo noted above, San Antonio Zoo also collects information about how users interact with San Antonio Zoo website. We collect passive information for purposes such as testing and improving user experience with San Antonio Zoo website and the compilation of demographic data and related usage information for internal purposes.

The types of passive information San Antonio Zoo collects include, without limitation, certain standard information sent by your Internet browser, such as your Internet Protocol (IP) address, your device ID, your browser type and capabilities and language, your operating system, the date and time you access San Antonio Zoo website, and the referring website from which you linked to San Antonio Zoo website. We also collect information related to pages viewed, links clicked, and other actions taken within on San Antonio Zoo's website. We also may utilize special links, electronic images, or other objects embedded within San Antonio Zoo website collect information that helps determine and analyze how you and other visitors use San Antonio Zoo website.

E-Newsletter

San Antonio Zoo members will receive our E-newsletter based upon information provided by you when you purchase a membership: first name, last name, and email address. If you wish to opt-out at any time, we provide a link in every email for you to do so.

Collection of Information from Minors

San Antonio Zoo abides by federal law and the guidelines set up by the Federal Trade Commission regarding youth privacy and the Children's Online Privacy Protection Act (COPPA). Although San Antonio Zoo website may contain information that may be of interest to children, San Antonio Zoo website is not directed at children, and we do not knowingly collect or solicit personal information from children under the age 13.

Internet Hyperlinks

This Privacy Policy applies solely to the information collected by us on-line through San Antonio Zoo website and does not apply to any website, application, or service other than San Antonio Zoo website. This Site does contain links to other sites. San Antonio Zoo is not responsible for the privacy practices of other sites. We strongly encourage users to read the privacy statements of each Web site that may collect personally identifiable information.

Web Forms

We use forms on our website for many purposes, including but not limited to registration forms, event inquiries, membership donations, internship applications, or even to give you an opportunity to ask us general questions. When you submit information through a form, it is stored in a database on our web server that can only be accessed by members of San Antonio Zoo staff that we designate and train.

Web Analytics

In order to make our website the best it can be, we analyze information from site users to help us learn how people are using the site, if they are using a mobile device or a desktop computer, or visiting from a certain part of the world.

Our website performs analytics using HTTP Cookies, a small piece of data stored in your web browser, to “remember” what a user has done on previous pages/interactions with the website. Usage of a cookie is in no way linked to any personally identifiable information about the user. 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. However, some San Antonio Zoo Site features and services may not function properly if your cookies are disabled.

Other Provisions

Please be aware that, by accessing San Antonio Zoo website, you acknowledge that our servers are currently located in the State of Texas and that the various communications may necessarily result in the transfer of information across state and international boundaries. By accessing San Antonio Zoo website and communicating electronically with us, you consent to the processing and transfer of your personal information as set out in this Privacy Policy. By choosing to access San Antonio Zoo website, you consent to any such transfer, storage, or processing of personal data outside of your state or country.