

Gulf Coast Humane Society Privacy Policy

Information Collected

Here are the types of information that we collect and maintain:

- Contact information: name, organization/company, complete address, phone number, email address
- Volunteer information: hours accrued
- Your requests and comments
- Information gathered from database modeling firms
- Non-personally identifying information such as website traffic, new or recurring website visits, and advertisement engagement through third parties such as Meta (the parent company of Facebook and Instagram).
- General marketing data including website usage, advertisement engagement, and interactions with third-party platforms.
- Personal data, such as visitor IP addresses, collected from visitors to our site using tracking technologies such as third-party cookies and non-cookie technologies.

How Information is Used

We use your data for internal marketing purposes including analyzing website usage, improving our services, and targeting advertisements. We may send newsletters, notices, and direct mail pieces based on the information collected. Consent is obtained before using individual data for marketing purposes.

No Sharing of Personal Information

We do not sell, rent, trade, or transfer your personal information to outside organizations. Use of information will be limited to the internal purposes of Gulf Coast Humane Society and only to further its mission. Security measures are in place, but Gulf Coast Humane Society is not responsible for any damages or liabilities relating to security failures.

Removing Your Name From Our Mailing List

Please contact us if you wish to be removed from our mailing list. Email marketing@gchsc.org with your name and email address to be removed.

For further information or questions about our privacy policy, please email info@gchsc.org or call us at (361) 225-0845.