

Privacy Policy for the Potomac Appalachian Trail Club Store

The privacy of our customers is important to PATC, and our policy is to do our best to protect it.

We collect no personal information about you when you visit our Web site unless you choose to provide this information to us. Such information that you may submit is restricted to that required to meet your request for merchandise or process your donation. That means that, in order to process your order, in addition to the information you enter, our server and your hard drive need to "talk" to each other via "cookies".

We maintain order information for five years or more, in case of questions or problems and as the raw material for gross analysis we may undertake. Our permanent staff have access to them, but no one else. Information in those customer files is not rented, sold, or given to anyone. The customer files on our secure Internet server are archived as the order is retrieved.

Information in our membership files also will never be rented, sold, or given to anyone.

What We Collect and Store Automatically

If you do nothing during your visit but browse through the site, read pages, or download information, we will gather and store certain information about your visit automatically. Please note that this information does not identify you personally in any way.

We automatically collect and store only the following information about your visit:

- The Internet domain (for example, yourhikingclub.org) and 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 our web site.
- The type of browser and operating system used to access our site.
- The date and time you access our site.
- The pages you visit.
- If you linked to our Web site from another Web site, the address of that Web site.

We use the information we collect in this fashion to count the number and type of visitors to the different pages on our site and to help us make our site more useful to visitors like you. Our Web site logs are not personally identifiable, and we make no attempt to link them with the individuals that actually browse the site.

Any electronic-commerce applications that we provide for program registration, membership, or merchandise are conducted using secure servers to protect your credit card information. All information requested and provided by you in the processing of any of these electronic commerce transactions will only be used to respond to you and fulfill your request.

Restriction of Liability

PATC makes no claims, promises or guarantees about the completeness or adequacy of the contents of this Web site and expressly disclaims liability for errors and omissions in the contents of this Web site. No warranty of any kind, implied, expressed or statutory, including but not limited to the warranties of non-infringement of third-party rights, title, fitness for a particular purpose, and freedom from computer virus, is given with respect to the contents of this Web site or its hyperlinks to other Internet resources. Reference in this Web site to any specific commercial products, processes, or services, or the

use of any trade, firm or corporation name is for the information and convenience of the public, except where otherwise noted, and does not constitute endorsement, recommendation, or favoring by PATC.

Ownership

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