

This Statement of Privacy applies to The Salmon Project website, as well as any sweepstakes or shared content and governs data collection and usage. By using The Salmon Project website, entering sweepstakes, or sharing content, you consent to the data practices described in this statement.

Collection and Use of Your Personal Information

The Salmon Project collects personally identifiable information, such as your e-mail address, name, home or work address, telephone number, etc. The Salmon Project also may collect and use demographic information, such as your zip code, age, gender, preferences, interests and favorites. We also use your personal information for our everyday business purposes such as security, payment processing, analytics, operations, fraud detection and prevention, reporting, making back-ups and legal compliance. Such use may include, but is not limited to The Salmon Project website and social media or Google Display ad retargeting.

By sharing your contact information, you agree that The Salmon Project may contact you. The Salmon Project may contact you to conduct research, ask your opinions, share information and communicate generally about The Salmon Project and related programs or topics.

The Salmon Project may sell, rent or lease its customer lists to third parties. In addition, The Salmon Project may share data with trusted partners to help us complete the sweepstakes, fulfill sweepstakes obligations, perform analysis and research, and to communicate with you at The Salmon Project and related programs or topics.

There is also information about your computer hardware and software that is automatically collected by The Salmon Project. This information can include: your IP address, browser type, domain names, access times and referring Web site addresses. The Salmon Project may keep track of the pages and links you visit within our website in order to determine what pages and links are most popular or useful.

Google Analytics is a web analysis service provided by Google. Google utilizes the data collected to track and examine the use of this website, to prepare reports on its activities and share them with other Google services. Google may use the data collected to contextualize and personalize the ads of its own advertising network. Personal data collected: Cookie and Usage Data. Place of processing: USA. Find

Google's privacy policy [here](#). Google Analytics Advertising Features are implemented on this website. You can opt out of Google Analytics [here](#).

Use of Shared Content

By sharing your content (submitting your story, image and/or video on The Salmon Project website), you hereby grant to The Salmon Project a nonexclusive royalty-free license to use the included story, images and video for any purpose, including publication on The Salmon Project website and social media, which is accessible via the internet. You acknowledge and agree that any information you provide, including any photo, may be viewed by the general public. You further agree that The Salmon Project may use your story, photo and video in any manner it deems necessary or appropriate. The Salmon Project reserves the right to edit, abridge or format stories for any reason and to remove or decline to post any story, photo or video. The Salmon Project does not endorse or make any warranties or representations with regard to the accuracy, completeness or timeliness of any of the statements in your story. By submitting content, you are agreeing to all of these terms and conditions. By sharing your content, you are also certifying that you are fully authorized to grant this license as the sole copyright owner, and that the uses granted by this license do not infringe upon any copyright owned by another.

Use of Cookies

The Salmon Project website uses "cookies" to help you personalize your online experience. A cookie is a text file that is placed on your hard disk by a web page server. Cookies cannot be used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you, and can only be read by a web server in the domain that issued the cookie to you.

One of the primary purposes of cookies is to provide a convenience feature to save you time. The purpose of a cookie is to tell the web server that you have returned to a specific page. You have the ability to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. If you choose to decline cookies, you may not be able to fully experience the interactive features of The Salmon Project website.

Security of your Personal Information

The Salmon Project secures your personal information from unauthorized access, use or disclosure. The Salmon Project secures the personally identifiable information you provide on computer servers in a controlled, secure environment, protected from unauthorized access, use or disclosure. When personal information (such as a credit card number) is transmitted to other websites, it is protected through the use of encryption, such as the Secure Socket Layer (SSL) protocol.

Your Acceptance of These Terms

By using this Site, you signify your acceptance of this policy. If you do not agree to this policy, please do not use our Site. Your continued use of the Site following the posting of changes to this policy will be deemed your acceptance of those changes.

Changes to this Statement

The Salmon Project will occasionally update this Statement of Privacy to reflect company and customer feedback. We reserve the right to change our privacy policy and should a change occur, we will post applicable changes within our policy on our site. The Salmon Project encourages you to periodically review this Statement to be informed of how The Salmon Project is protecting your information.

Release and Indemnification

By entering the sweepstakes, entrants release and hold the Salmon Project harmless from and against any and all losses, damages, rights, claims, and actions of any kind arising in whole or in part, directly or indirectly, from the sweepstakes or participation in any sweepstakes-related activity (including without limitation the removal from the site of, or discontinuation of access to, any materials, privacy of information provided), or resulting directly or indirectly, from participation in the sweepstakes including but not limited to publicity rights, defamation, and/or invasion of privacy.

Limitation of Liability

In no event will the Salmon Project be responsible or liable for any damages or losses of any kind, including without limitation direct, indirect, incidental, consequential, or punitive damages, arising out of any access to and/or use of the

Salmon Project Website or the inadvertent or other release of information collected related to the Salmon Love Sweepstakes.

Contact Information

The Salmon Project welcomes your comments regarding this Statement of Privacy. If you believe that The Salmon Project has not adhered to this Statement, please contact us at info@salmonproject.org. We do not provide a method for you to review or change the information you have provided. We will use reasonable efforts to promptly determine and remedy the problem. The Salmon Project: www.salmonproject.org.