

INTERNET PRIVACY

At Alaska Trails, we use information that users voluntarily provide in order to send out electronic newsletters and to enable users to participate in polls, surveys, message boards, and forums. We send out newsletters to subscribers on a regular schedule (depending on the newsletter), and occasionally send out special editions when we think subscribers might be particularly interested in something we are doing. Alaska Trails never shares newsletter mailing lists with any third parties, including advertisers, sponsors or partners. When we use tracking information to determine which areas of our sites users like and don't like based on traffic to those areas. We do not track what individual users read, but rather how well each page performs overall. This helps us continue to build a better service for you. We track search terms entered in Search function as one of many measures of what interests our users. But we don't track which terms a particular user enters. Alaska Trails creates aggregate reports on user demographics and traffic patterns for our use. This allows us to develop trail related materials of interest to our users more effectively, and allows our users to receive information that are pertinent to their needs. We don't track the usage patterns of individual users, an advertiser or sponsor will never know that a specific user clicked their ad. We will not disclose any information about any individual user except to comply with applicable law or valid legal process or to protect the personal safety of our users or the public.

SHARING OF THE INFORMATION

Alaska Trails uses the above - described information to tailor our content to suit your needs and help us better understand our audience's demographics. This is essential to keeping our service free. We will not share information about individual users with any third party, except to comply with applicable law or valid legal process or to protect the personal safety of our users or the public.

SECURITY

Alaska Trails contracts with secure data networks protected by industry standard firewall and pass - word protection systems. Our security and privacy policies are periodically reviewed and enhanced as necessary and only authorized individuals have access to the information provided by our customers.

OPT - OUT POLICY

We give users options wherever necessary and practical. Such choices include:

- Opting not to register to receive our electronic newsletters
- Opting not to participate in certain interactive areas, which completely alleviates the need to gather any personally identifiable information from our users
- Opting out on occasional emails sent to our notification lists

YOUR CONSENT

By using this site, you consent to the collection and use of this information by Alaska Trails. If we decide to change our privacy policy, we will post those changes on this page so that you are always aware of what information we collect, how we use it, and under what circumstances we disclose it.