

## YAA PRIVACY POLICY – Email Subscriptions, Data Usage, 3<sup>rd</sup> Party Sharing

Protecting your confidential information is our priority. This Statement of Privacy applies to [www.yorkartassociation.org](http://www.yorkartassociation.org) and York Art Association and governs data collection and usage. For the purposes of this Privacy Policy, unless otherwise noted, all references to York Art Association include [www.yorkartassociation.org](http://www.yorkartassociation.org) and YAA. The YAA website is an Art Association Membership, Donation and Class Registration site. **By using the YAA website, you consent to the data practices described in this statement.**

**COLLECTION OF YOUR PERSONAL INFORMATION:** In order to better provide you with products and services offered on our website, YAA may collect personally identifiable information, such as your:

- First and Last Name
- Mailing Address
- E-mail Address
- Phone Number
- Membership Status

If you purchase YAA's products and services, we collect billing and credit card information. This information is only used to complete the purchase transaction. YAA uses encryption-based credit card processing to keep your data private.

Please keep in mind that if you directly disclose personally identifiable information or personally sensitive data through YAA's public message boards, this information may be collected and used by others.

We do not collect any personal information about you unless it directly pertains to services you initiate. These may include, but are not limited to, class/workshop registrations, entering an exhibition, volunteering, serving on our board of directors or committees. You may be required to provide certain personal information to us when you elect to use certain products or services available on our website. These may include: (a) registering for an account; (b) sending us an email message; (e) submitting your credit card or other payment information when ordering and purchasing products and services on our website. YAA may use your information for, but not limited to, communicating with you in relation to services and/or products you have requested from us.

**USE OF YOUR PERSONAL INFORMATION:** YAA collects and uses your personal information to operate its website(s) and deliver the services you have requested.

YAA may also use your personally identifiable information to inform you of other products or services available from YAA. (For example, we may send you an email regarding an future opportunity related to your past registration history.)

**SHARING INFORMATION WITH THIRD PARTIES:** YAA DOES NOT SELL, RENT OR LEASE ITS CUSTOMER LISTS TO THIRD PARTIES. YAA may, from time to time, contact you on behalf of external business partners about a particular offering that may be of interest to you. In those cases, your unique personally identifiable information (e-mail, name, address, telephone number) remains safe with us, as YAA sharing an opportunity with you, that a third party has shared with us. Registration information is shared with our instructors, so that they may contact class participants regarding schedule changes, supply lists, and other information pertinent to the class/workshop only. The instructor is advised and has agreed to use this information for the intended purposes for which it was shared.

**INFORMATION DISCLOSURE:** YAA may disclose your personal information, without notice, if required to do so by law or in the good faith belief that such action is necessary to: (a) conform to the edicts of the law or comply with legal process served on YAA or the site; (b) protect and defend the rights or property of YAA; and/or (c) act under exigent circumstances to protect the personal safety of users of YAA, or the public.

**TRACKING USER BEHAVIOR:** YAA may keep track of the websites and pages our users visit within YAA, in order to determine what YAA services are the most popular. This data is used to deliver customized content and advertising within YAA to customers whose behavior indicates that they are interested in a particular subject area.

**AUTOMATICALLY COLLECTED INFORMATION:** Information about your computer hardware and software may be automatically collected by YAA. This information can include: your IP address, browser type, domain names, access times and referring website addresses. This information is used for the operation of the service, to maintain quality of the service, and to provide general statistics regarding use of the YAA website.

**USE OF COOKIES:** The YAA website may use "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.

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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. For example, if you personalize YAA pages, or register with YAA site or services, a cookie helps YAA to recall your specific information on subsequent visits. This simplifies the process of recording your personal information, such as billing addresses, shipping addresses, and so on. When you return to the same YAA website, the information you previously provided can be retrieved, so you can easily use the YAA features that you customized.

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 YAA services or websites you visit.

**LINKS:** This website may contain links to other sites. Please be aware that we are not responsible for the content or privacy practices of such other sites. We encourage our users to be aware when they leave our site and to read the privacy statements of any other site that collects personally identifiable information.

**SECURITY OF YOUR PERSONAL INFORMATION:** YAA secures your personal information from unauthorized access, use, or disclosure. YAA uses the following methods for this purpose:

- **SSL Protocol:** 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 Sockets Layer (SSL) protocol.

We strive to take appropriate security measures to protect against unauthorized access to or alteration of your personal information. Unfortunately, no data transmission over the Internet or any wireless network can be guaranteed to be 100% secure. As a result, while we strive to protect your personal information, you acknowledge that: (a) there are security and privacy limitations inherent to the Internet which are beyond our control; and (b) security, integrity, and privacy of any and all information and data exchanged between you and us through this Site cannot be guaranteed.

**RIGHT TO DELETION:** Subject to certain exceptions set out below, on receipt of a verifiable request from you, we will:

- Delete your personal information from our records; and
- Direct any service providers to delete your personal information from their records.

Please note that we may not be able to comply with requests to delete your personal information if it is necessary to:

- Complete the transaction for which the personal information was collected, fulfill the terms of a written warranty or product recall conducted in accordance with federal law, provide a good or service requested by you, or reasonably anticipated within the context of our ongoing business relationship with you, or otherwise perform a contract between you and us;
- Detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity; or prosecute those responsible for that activity;
- Debug to identify and repair errors that impair existing intended functionality;
- Exercise free speech, ensure the right of another consumer to exercise his or her right of free speech, or exercise another right provided for by law;
- Comply with the California Electronic Communications Privacy Act;
- Engage in public or peer-reviewed scientific, historical, or statistical research in the public interest that adheres to all other applicable ethics and privacy laws, when our deletion of the information is likely to render impossible or seriously impair the achievement of such research, provided we have obtained your informed consent;
- Enable solely internal uses that are reasonably aligned with your expectations based on your relationship with us;
- Comply with an existing legal obligation; or
- Otherwise use your personal information, internally, in a lawful manner that is compatible with the context in which you provided the information.

**CHILDREN UNDER THIRTEEN:** YAA does not knowingly collect personally identifiable information from children under the age of thirteen. If you are under the age of thirteen, you must ask your parent or guardian for permission to use this website.

**E-MAIL COMMUNICATIONS AND PREFERENCES:** User accounts created in our membership program, (Wild Apricot) can be configured to your personal needs. Below are options that can be configured by the user when signed into the account or by contacting the office administrator. If you have an “undefined” opt-in status, *(ie. have an account with us and have not specified your communication preferences, you are automatically set to receive all communications from YAA.)* YAA may contact you via email for the purpose of

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providing announcements, promotional offers, alerts, confirmations, surveys, and/or other general communication. In order to improve our services, we may receive a notification when you open an email from YAA or click on a link therein.

Figure 1-User Account Configuration Options

The screenshot shows a web interface for editing email preferences. At the top, there is a title 'Edit email preferences' followed by two radio button options: 'Send emails per settings below' (which is selected) and 'Disable ALL emails'. Below this is a section titled 'Opt-in status' with three radio button options: 'Opted in' (with the subtext 'I agree to receive emails from this organization according to my subscription settings'), 'Opted out' (with the subtext 'I disagree to receive commercial and informative emails from this organization. Workflow emails still enabled'), and 'Undefined' (which is selected). The next section is 'Subscriptions', which contains three checked checkboxes: 'Workflow emails (can't be disabled separately)' (with subtext 'Membership renewal notices, event registration confirmations, etc.'), 'Event announcements' (with subtext 'Receive advance announcements about upcoming events.'), and 'Email blasts' (with subtext 'Mass emails from administrators, newsletters and other important notifications.').

We respect your privacy and give you an opportunity to opt-out of receiving announcements of certain information.

**Your Email Communications Options:** There are 3 main types of communication subscriptions.

- **Workflow emails:** Membership renewal notices, event registration confirmations, etc. Cannot be disabled unless ALL EMAILS ARE DISABLED.
- **Event announcements:** Advance announcements about upcoming events, (ie. classes, workshops, etc)
- **Email blasts:** Mass emails from administrators, newsletters and other important notifications.

If you would like to stop receiving marketing or promotional communications via email from YAA, you may opt out of such communications by “OPTING OUT” or “DISABLING ALL EMAILS” in your account preferences or by contacting the office administrator.

**CHANGES TO THIS STATEMENT:** YAA reserves the right to change this Privacy Policy from time to time. We will notify you about significant changes in the way we treat personal information by sending a notice to the primary email address specified in your account, by placing a prominent notice on our site, and/or by updating any privacy information on this page. Your continued use of the Site and/or Services available through this Site after such modifications will constitute your: (a) acknowledgment of the modified Privacy Policy; and (b) agreement to abide and be bound by that Policy.