

ART WORKS
MANUAL OF POLICIES APPROVED BY THE BOARD OF DIRECTORS

POLICY 021

PRIVACY POLICY

I. PURPOSE

The purpose of this policy is to outline what personal information Art Works collects from its patrons and participants, and how such information is used.

II. STATEMENT OF POLICY

Art Works respects the privacy of the information provided to it by its patrons and participants. This policy explains how Art Works uses, shares and protects the personal information it collects in connection with its operation and the use of its website.

III. PERMISSION IMPLIED

By giving Art Works Personal Information (as defined below) and/or using Art Works' website, members of the public give implied consent to the use of such information as described herein. Art Works will not, however, knowingly collect information from children under the age of thirteen.

IV. DEFINITIONS

- A. Personally-Identifiable Information ("PII") is information collected only from what is directly provided by patrons and participants. PII can include, but is not limited to, name, address, email address, and phone number.
- B. Non-Personal Information ("NPI") is information collected during a person's use of Art Works' website. This information cannot easily identify the person to whom it belongs. NPI can include, but is not limited to, IP addresses, browser types, domain names, access times and referring websites.

V. USE OF INFORMATION COLLECTED

- A. PII may be used by Art Works to provide patrons and participants with information about Art Works' activities. This includes Art Works' programs, membership, marketing and development opportunities, products and special events. Art Works may also use PII to recognize and show appreciation for patrons' and participants' participation with and contributions to Art Works, or to request involvement in surveys.
- B. Art Works may disclose PII, without specific notice, only if required to do so by law or in the good faith belief that such action is necessary to protect and defend Art Works' rights or property or to protect the personal safety of Art Works' other users or that of the public.

- C. Art Works may keep track of website pages the public visits through cookies and other website use-tracking technologies (such as Google Analytics) to provide website users with an enhanced user-experience.
- D. Art Works may share information it collects with third parties to help Art Works perform statistical analysis, send patrons and participants email or postal mail, provide customer support, or arrange for product deliveries. Except as provided herein, Art Works will not sell, rent or lease PII to third parties.

VI. LINKS TO THIRD PARTY SERVICES

Art Works may use a third-party service (such as Squareup) to gather patron and participants' data from financial institutions. By using such service, users grant Art Works and the third-party service the right, power, and authority to act on their behalf to access and transmit their personal and financial information from the relevant financial institution, and the right, power and authority for Art Works and the third-party service to store and process this information.

VII. SECURITY OF INFORMATION

Art Works will strive to maintain reasonable security measures designed to safeguard the PII collected, but cannot and will not guarantee the absolute security of such information.

VIII. DISSEMINATION OF POLICY

The Executive Director or similar will develop a method of disseminating and/or communicating this policy to the general public by, without limitation, including this policy (or substantially similar) on Art Works' website.

ADOPTED BY THE BOARD: 03/19/2019

EFFECTIVE DATE: 03/19/2019