

[Updated and revised as of October 31, 2005]

Internet/Website Privacy Policy

THE UNITED ARTS COUNCIL OF GREATER GREENSBORO, INC. ("UAC") publishes this Internet/Website Privacy Policy ("Privacy Policy") to inform you of our practices concerning the collection and use of information you provide us through interactions with this website (the "Site"). This policy is not applicable to information gathered by other methods or controlled by other agreements. You, Registered Users and Visitors are collectively referred to as "Users."

Types of Information That May Be Collected

The following are types of information we may collect:

- **Information You Provide Us:** In the course of using the Site, we may ask you to provide us information, including, but not limited to, contact information, such as your name, mailing address, email address, date of birth, age, gender, financial information, such as your credit card number, or other similar information ("personal identifiable information").
- **Site Usage Information:** We may receive and store certain types of internet usage information whenever you visit the Site, such as cookies or web beacons.
- **Email Communications:** When you open emails from us, we may receive a confirmation noting you opened the email, if your computer supports such capabilities. We also may keep track of what emails we send you. Additionally, we keep a record of what communications you have opted to receive or not to receive.

How We Collect Information

- **Personal Information:** We collect personally identifiable information from you when you voluntarily submit it.
- **Cookies:** We use "cookies" to store and sometimes to track user information. Cookies, by themselves, do not tell us your e-mail address or other personally identifiable information unless you choose to provide this information to us by, for example, registering or subscribing to our Site. A cookie is a small amount of data that is sent to your browser from a web server and stored on your computer's hard drive. A cookie contains a unique number that allows our Site to recognize your computer. For example, cookies allow us to keep track of your user name and password (if you are a subscriber) so you don't have to re-enter that information each time you visit our Site. The help function on most browsers contains information on how to set your browser to notify you before accepting cookies or to disable cookies entirely. If you don't accept cookies, however, you won't be able to take advantage of various features on our Site that are available to other visitors.
- **Web Beacons:** Our Site uses a variety of technical methods for tracking purposes, including Web beacons. We use Web beacons (also known as clear gifs) on some of our website pages in conjunction with cookies to compile statistics about Site usage. Web beacons are small pieces of data that are embedded in images on the pages of web sites. We use these technical methods to analyze the traffic patterns on our Site, such as the frequency with which our users visit various parts of our sites and to measure website effectiveness.

On their own, cookies or Web beacons do not contain or reveal any personally identifiable information. However, if you choose to furnish **www.uacarts.org** with personally identifiable information, this information can be linked to the data stored in the cookies/Web beacons. These technical methods may involve the transmission of information either directly to us or to another party authorized by us to collect information on our behalf. We also use these technical methods in HTML e-mails that we send our visitors who have agreed to receive e-mail from us, to determine whether our visitors have opened those e-mails and/or clicked on links in those e-mails. These technical methods should allow us to make our Site, and any e-mails you have agreed to receive, more interesting to you.

You may render some Web beacons unusable by rejecting their associated cookies. You can also limit our use of Web beacons by clicking [here](#).

Use of Information

If you elect to provide us personal information, we use it primarily to deliver the service you requested. UAC may use personal information in a variety of ways including, but not limited to, the following:

- UAC may use personal information collected through its website to send out targeted email promotions on behalf of UAC or its affiliates.
- UAC may combine information about you that we have with information we obtain from other sources in order to better deliver products and services that may be of interest and benefit to you.
- If you provide financial information, we use that information primarily to verify your credit and collect payments for your donations.
- UAC occasionally conducts subscriber and/or user surveys to better target our content to our audiences. The aggregated information collected is sometimes shared with our advertisers, however, we will do not share specific individual information with a third-party.
- From time to time we may use customer information for new, unanticipated uses not previously disclosed in our Privacy Policy. If our information practices change at some time in the future we will post the policy changes to our Site.

Sharing of Information Collected With Third Parties

In general, UAC does not rent, sell, share or otherwise disclose personal information about you with other people or nonaffiliated companies except to provide services you have requested, when we have your permission, or under the following circumstances:

- We may provide personal information about our users to trusted partners and vendors who work on behalf of or with UAC under confidentiality and similar agreements prohibiting such parties' further use of the information. These companies may use your personal information to help UAC communicate with you about offers from UAC. However, these companies do not have any independent right to use or share this information.
- We may share personal information where we have a good faith belief that such action is necessary to comply with a judicial proceeding, a subpoena, a court order, court notice, or legal process served on UAC, or to establish or exercise our legal rights or defend against legal claims.
- We may share such information where we have a good faith belief that it is necessary in order to investigate (or assist in the investigation of), prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person, violations of UAC's terms of use, or as otherwise required by law.

If UAC is acquired by or merged with another company, we will transfer information about you to this other company in connection with the acquisition or merger.

Emails

You may choose to send us emails. You should be aware that information disclosed in emails may not be secure or encrypted and thus may be available to others. We suggest that you exercise caution when deciding to disclose any personal or confidential information in emails.

Security

This Site takes commercially reasonable precautions to protect your personal information. When we transfer and receive certain types of sensitive information such as credit card and donation information, we re-direct users to industry standard SSL (Secure Socket Layer) encrypted servers. As a result, sensitive data you submit to our Site such as credit card and donation information is transmitted securely over the Internet.

Disclaimers

UAC is not responsible for any breach of security or for any actions of any third parties that receive the information. UAC also may link to a wide variety of other sites and contain advertisements of third parties. We are not responsible for their privacy policies or how they treat information about their users.

About Children's Privacy

This Site is not intended for use by children and UAC does not knowingly collect information from children. You must be 18 years old to access or use this Site.

Update/Change Your Data

To update your email address or change your email preferences please contact LSummers@uacarts.org.

Changes to this Privacy Policy

UAC reserves the right, at any time and without notice, to add to, change, update or modify this Privacy Policy, simply by posting such change, update or modification on the Site. Any such change, update or modification will be effective immediately upon posting on the Site. Users will be informed of changes to this Privacy Policy via the "updated as of" link on the Site.

What Else Should I Know About My Privacy When Online?

The Site may contain many hyperlinks to other websites. The Site also may contain advertisements of third parties. UAC is not responsible for the privacy practices or the content of such third party websites or advertisers. UAC does not share any of the individual personal information you provide UAC with the websites to which UAC links, except as stated elsewhere within this Privacy Policy, although UAC may share aggregate data with such websites (such as how many people use our Site).

Please check with those third party sites to determine their privacy policy. When and if UAC embeds third party content into one of its UAC web pages, UAC will use reasonable efforts to advise our users that they have exited a UAC operated website and are entering a third party controlled website. Users should read and understand any privacy policy noted on all third party websites.

Please keep in mind that whenever you voluntarily disclose personal information online - for example through email, discussion lists, or elsewhere - that information can be collected and used by others. In short, if you post personal information online that is accessible to the public, you may receive unsolicited messages from other parties in return.

Ultimately, you are solely responsible for maintaining the secrecy of your personal information. Please be careful and responsible whenever you're online.

Your Consent To This Policy

By (a) accessing, browsing or using our Site, (b) submitting any registration, or (c) accessing or submitting account information or password protected information, you consent to the collection and use of information by UAC as specified in this policy. Please also note that your use of the Site is governed also by the Terms and Conditions of Use posted on this Site. If you do not agree to the terms of this Privacy Policy, please do not use the Site or its products and/or services.

Please send any questions about this Privacy Policy to [insert email address].

This Site is operated by:
THE UNITED ARTS COUNCIL OF GREATER GREENSBORO, INC.
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Greensboro, NC 27401

Last updated: 10/31/05

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