

Updated June 4, 2014

# Privacy Policy

The Greater Philadelphia Cultural Alliance is committed to protecting your privacy. This Privacy Policy describes how we handle your personal information collected through our website [phillystampass.org](http://phillystampass.org). This Privacy Policy does not apply to our other websites such as [www.philaculture.org](http://www.philaculture.org) or [www.phillyfunguide.com](http://www.phillyfunguide.com).

By using our website, you consent to the data practices described in this Privacy Policy.

## Information We Collect From Everyone Who Visits Our Website

Our website automatically receives and records information on our server logs from your browser, including your IP address (which may be considered personally identifiable information in some jurisdictions) browser type, domain names, access times and referring website addresses. We use logs for a number of other reasons such as tracking how and when pages of our website are visited and by how many people. Your information is aggregated with other visitors to our website so we can analyze trends, improve our website and to gather information about our users as a group.

Like most other websites, our website uses “cookies” to help you personalize your online experience and to help us understand how our website is being used. A cookie is a small text file saved on your hard disk for record keeping purposes. Cookies cannot carry viruses or install malware. You may be able to configure your browser to manage how it deals with cookies.

We use Google® Analytics, Google AdWords Conversion Tracker, and other Google services that place cookies on your computer. These cookies help us increase our website’s effectiveness for our visitors. These cookies are set and read by Google. To opt out of Google tracking, please visit the following website: [http://www.google.com/privacy\\_ads.html](http://www.google.com/privacy_ads.html). If you are concerned about third-party cookies placed on your computer, we recommend visiting the following website: <http://www.networkadvertising.org/choices/>.

## Information We Collect From Certain People Who Visit Our Website

When you choose to fill out forms on our website, we will collect your personally identifiable information as described below.

### *Information collected from requesting a Stamp Pass*

If you request a STAMP Pass, you provide personally identifiable information such as your name, email address, phone number, mailing address, birthday, and school. We also collect information about how you learned about the program, your interests, and your thoughts about

and experiences with museums. We also give you the option of providing us with certain demographic information.

#### *Information collected from Teen Council members who post articles*

If you are a Teen Council Member who posts an article, we post your name and school as well as any photos or other information you provide in the article. Once posted, this information is publically available and could be collected and used by others. In addition, when you post information you grant us the Content License described below. Please keep this in mind as you create your posts. If you would like to post without revealing your name and/or school, please contact us at [stamp@philaculture.org](mailto:stamp@philaculture.org).

#### *Information collected from those leaving a reply*

If you post a reply to our articles or posts, you provide us with your name, email address, and comments. Once posted, your name and comments are publically available and you grant us the Content License described below.

## **How We Use Your Personal Information**

We may use your personally identifiable information to contact you to respond to your inquiry, conduct surveys or ask about your opinion of current services or provide information about services that may be offered to you.

We may use your personally identifiable information to send you texts, emails or regular mail. We send some mailings ourselves. Other mailings are sent by third-party vendors we use to help us manage our communications. For more information about tracking and the options available to you, go to the Future of Privacy Forum's All About Do Not Track website at <http://allaboutdnt.com/>.

We 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 personally identifiable information (name, email, address, telephone number) is not transferred to the third-party. In addition, we may share data with trusted partners to help us perform statistical or data analysis, send you email or postal mail, provide customer support, or arrange for deliveries. All such third-parties are prohibited from using your personal information except to provide these services to us, and they are required to maintain the confidentiality of your information.

Your information is aggregated with other STAMP participants so we can analyze trends, improve the STAMP program and to gather information about the STAMP participants as a group. We share our data analysis with current and prospective funders and participating institutions.

We may share the personal information we collect in order to investigate, prevent, or take action regarding suspected illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person, or as otherwise required by law. We reserve the right to disclose

your personally identifiable information as required by law when we believe that disclosure is necessary to protect our rights or comply with a judicial proceeding, court order, or legal or administrative process served on us.

Except as provided in this Privacy Policy, we do not share your personally identifiable information with third-parties.

## **You Can Opt-Out of Receiving Certain Emails from Us**

We provide you the opportunity to “opt-out” of having your personally identifiable information used for certain purposes.

If you have signed up to receive text messages from us, you may opt-out of receiving them by replying STOP or QUIT to a text.

If you no longer wish to receive emails from us, you may opt-out of receiving them by following the instructions included in each newsletter or communication or by emailing us at [info@philaculture.org](mailto:info@philaculture.org).

We do not provide the opportunity to opt-out of having your personally identifiable information used to send you notices the law requires us to send to you.

## **Our FaceBook Page, Twitter Feed, Instagram Account and Other Third-Party Websites**

We are actively involved in social media. To name a few of our social media platforms, we have a FaceBook page, a Twitter feed and an Instagram account. Please keep in mind that if you directly disclose personally identifiable information or personally sensitive data through these services, this information may be collected and used by others. In addition, if you post anything to our social media accounts you grant us the Content License described below.

We are not responsible for the privacy statements or other content on websites outside of The Greater Philadelphia Cultural Alliance and The Greater Philadelphia Cultural Alliance family of websites. We are not responsible for the privacy practices of the participating museums and organizations. We encourage you to review the privacy statements of all third-parties so you can understand how those organizations collect, use and share your information.

## **Content License**

If you share any materials, text, information or images with us (“Content”), you grant us a non-exclusive, worldwide, irrevocable, fully paid and royalty-free right and license to use that Content in connection with the STAMP Program, including the right and license to reproduce and publicly display the Content. Your grant of the Content license includes the right to grant sublicenses.

We do not claim any ownership rights in your Content. You will continue to retain all ownership rights in your Content, and you will continue to have the right to use your Content in any way you choose. By posting, displaying, or otherwise providing any Content to us, you are granting to us the right to use, copy, distribute, display, and modify your Content in connection with the STAMP Program. If you submit a photograph or other digital image, you waive any and all rights of privacy and publicity with respect to the images.

The license you grant to us is non-exclusive (meaning you are free to license your Content to anyone else in addition to us), fully-paid and royalty-free (meaning that we are not required to pay you for the use of your Content), sub licensable (so that we are able to use our affiliates and contractors, such as Internet content delivery networks, to provide the STAMP Program), and worldwide (because the Internet is global in reach). For each submission of Content, you must have all rights necessary for you to grant the permissions in this section and your submission of Content includes a representation that you have such rights. The license granted by you under this section will terminate if you contact us in writing specifically identifying the Content at issue and revoking the license.

## **How We Secure Your Personal Information**

The security of your personal information is important to us. When any information is transmitted to other websites, it is protected through the use of encryption, such as the Secure Socket Layer (SSL) protocol. We follow generally accepted industry standards to protect the personal information submitted to us, both during transmission and once we receive it. No method of transmission over the Internet, or method of electronic storage, is 100% secure, however. Therefore, while we strive to use commercially acceptable means to protect your personal information, we cannot guarantee its absolute security.

We host our site using the services of NameCheap.com and our site was created using WordPress. We are not responsible for NameCheap.com use of data or its privacy statements. NameCheap.com's support center is available at <https://www.namecheap.com/support.aspx>. WordPress is an open source content management system, and we are not responsible for any security shortcoming of WordPress.

If you have any questions about security on our website, you can send email us at [info@philaculture.org](mailto:info@philaculture.org).

## **Limitation of Our Liability**

We are not responsible, under any circumstances, for any loss or damage, including personal injury or death, resulting from participation in or use of the STAMP Pass, attendance at a STAMP event or an event promoted by STAMP, from any content or content posted on or through the STAMP website, or from the conduct of any STAMP participants or participating institutions, whether online or offline.

## **Changes to Our Privacy Policy**

If we decide to change our Privacy Policy, we will post those changes to the website, and other places we deem appropriate so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it.

We reserve the right to modify this Privacy Policy at any time, so please review it frequently. If we make material changes to this Privacy Policy, we will notify you here.

## **How to Contact Us**

We welcome your comments regarding this Privacy Policy. If you believe that The Greater Philadelphia Cultural Alliance has not adhered to this Privacy Policy, please contact us at [info@philaculture.org](mailto:info@philaculture.org). We will use commercially reasonable efforts to promptly determine and remedy the problem.