

## PRIVACY POLICY

### 1. POLICY

Danville Museum of Fine Arts and History respects your personal privacy and is committed to adhering to federal and state privacy laws and industry guidelines in order to protect you and your identity. This privacy policy (“Policy” or “Privacy Policy”) describes how we handle the information of users of <https://www.danvillemuseum.org>. Please be sure to read this entire Privacy Policy before using the Website.

References to “DMFAH,” “we,” or “us” in this document mean Danville Museum of Fine Arts and History and any affiliates, subsidiaries, and/or divisions. The terms “you” and “user” as used in these Terms & Conditions refer to all individuals and/or entities accessing this Website for any reason.

Each time you use this Website, you should visit and review the Privacy Policy. We reserve the right to occasionally update the Policy. At such time, we will also revise the “last updated” date below. Changes will not apply retroactively to Personal Information (as defined below) that was collected before the changes to the Privacy Policy, except as may be required by law.

This Privacy Policy is part of the Terms & Conditions (<https://www.danvillemuseum.org/privacy-policy>) of the Website, which are binding on all Website users. If you have any questions, comments or concerns about this Privacy Policy, the information practices related to this Website or the other Terms & Conditions, please contact us at [info@danvillemuseum.org](mailto:info@danvillemuseum.org)

We may gather certain types of personally identifiable information from users of the Website, such as your name, e-mail address, street address or other postal mailing address including ZIP code, telephone number(s), or other information that can be used to identify you (collectively, “Personal Information”). It is important for you to know how we collect, use, disclose, manage, and store this Personal Information.

Your continued participation on this Website indicates your acceptance of this Privacy Policy and of the collection, use, disclosure, management, and storage of your Personal Information as described below. **If you have any objections to this Privacy Policy, you should immediately discontinue use of this Website.**

### 2. IMPORTANT LIMITATIONS TO THIS PRIVACY POLICY

**This Policy applies only to information collected on this Website; it does not apply to information that may be accessed through a link on the Website. You should review the privacy policies of any such third-party websites to understand how those websites collect, use and disclose any information.**

### 3. COLLECTION OF PERSONAL INFORMATION

You may visit and browse the Website any time the Website is operational. You are welcome to use the Website without identifying yourself; the submission of Personal Information is not required to use the general features of the Website. We collect Personal Information about you when you specifically and knowingly provide it, such as when you send us an e-mail or purchase a book. From time to time, we may also obtain both Personal Information and non-personal information about you from affiliated

entities, business partners and independent third-party sources and add it to other information about you. We may also use third-party information to supplement, or verify the accuracy of, information already contained in our records.

The Website provides certain activities where we gather Personal Information from users of the Website. For example, when you contact us about submitting work to an exhibit, you will be asked to provide certain Personal Information. Additionally, you may have the ability to opt in to a mailing list service. Opting in may require the submission of your full name, e-mail address, and other Personal Information. You may also have the ability to provide your name, e-mail address, and other Personal Information.

We do not request contact information for a mobile phone, text messaging, or any wireless device that includes a domain name address (such as “wireless.bellsouth.com”) as part of the contact information. Federal law prohibits the sending of commercial e-mail messages directly to a wireless device that uses a domain name, unless you have first given your affirmative consent. We may inadvertently collect a wireless device number that includes a domain name or other information from an e-mail signature block when you send us an inquiry or sign up for the mailing list. However, we will not knowingly use that contact information for sending commercial e-mail.

We may aggregate Personal Information collected via cookies, web beacons, clear gifs, session IDs, successor tracker technology and other similar technologies to help us evaluate and modify existing services and features. “Cookies” are small text files stored as text on a computer hard drive. Websites can use cookies to recognize repeat visitors, facilitate the visitor’s ongoing access to and use of the Website, and allow a website to track usage behavior and compile aggregate data that will allow content improvements. Cookies are not programs that come onto a visitor’s system and damage files. The use of cookies is common in the Internet industry, and most websites use them to provide useful features to their visitors. Generally, cookies work by assigning a unique number to the visitor that has no meaning outside the assigning website. If a visitor does not want information collected through the use of cookies, there is a simple procedure in most browsers that allows the visitor to reject the cookie feature. WSG may use cookie technology but only to obtain non-Personal Information from online visitors in order to improve their online experience and facilitate their visit within the Website. This information helps us to update and improve the Website. We may also use this information for security purposes, to detect and block security breaches, and to provide you with a safe online environment.

#### **4. USE OF PERSONAL INFORMATION**

We limit our use of Personal Information to the reasons given in this Privacy Policy. We may use your Personal Information to respond to questions related to DMFAH or the Website. We may also use your Personal Information to notify you about updates, new features, newsletters, events, membership, and other activities on behalf of DMFAH or the Website that may be of interest to you. If you do not want to receive communications from DMFAH, you may opt out of communications, as described below in paragraph 8. We may also use your Personal Information for operational and business purposes or to find out how we can improve our organization and Website via surveys or online tracking mechanisms. We may also use your Personal Information to develop new services and features that may be of interest to you. In addition, we may make full use of all information acquired through the Website that is not in personally identifiable form.

When making a donation, you consent to the listing of your name on the Website and elsewhere, including in annual reports. If you do not wish to have your name listed, please send an email to [info@danvillemuseum.org](mailto:info@danvillemuseum.org) requesting the same. If you submit your donation electronically via the “Donate” page of the Website, we may provide you with an option to refrain from having your name listed. If at any time you wish to have your name removed from any location, please contact us in the manner described below in paragraph 8. If you opt out, we will remove your name from public donor listings, except where laws or regulations prohibit us from doing so.

## **5. DISCLOSURE OF INFORMATION**

We will not sell, rent, lease, trade, exchange, transfer, or otherwise disclose your Personal Information to any third party for any reason other than for the express purpose of delivering the product or service requested without your consent. This does not include third parties who assist us in operating the Website, conducting our business or servicing you, so long as those parties agree to keep Personal Information confidential.

DMFAH may disclose Personal Information in special cases: (1) when we have reason to believe that disclosing this information is necessary to identify, contact, or bring legal action against someone who may be causing injury to or interference with (either intentionally or unintentionally) the rights of DMFAH or to anyone that could be harmed by such activities, including threats to the physical safety of any person; (2) when we believe in good faith that it is required by applicable laws, court orders, or government regulations; (3) to any affiliate of DMFAH or to DMFAH’s contractors (such as hosting providers, technical support, analytics and financial institutions), in which case we will require such third parties to agree to treat the Personal Information in accordance with this Privacy Policy; (4) in the event of a sale, merger, liquidation, dissolution, reorganization, assignment or other transfer of DMFAH, in which case we will require any such buyer to agree to treat it in accordance with this Privacy Policy. Aggregate, non-personally identifiable visitor information may also be shared with the third parties linked to or included on the Website for marketing, advertising, or other uses.

We do not otherwise distribute to third parties your personally identifiable information. DMFAH will have no liability for disclosure of information obtained due to errors in transmission or the unauthorized intervention of third parties except as required by law.

## **6. LIMITING AND UPDATING YOUR PERSONAL INFORMATION**

You can choose not to provide some or all of the Personal Information initially requested from you. However, by doing so, you will not be granted access to e-mail or other services for which Personal Information is needed in order to obtain the service. Another means of limiting use is by rejecting cookies. Most browsers are set up to accept cookies automatically unless you indicate otherwise. If you choose to reject the cookie, you may still use the Website, but your access to and use of certain areas of the Website may be limited.

You may also edit, correct, or delete the Personal Information you have provided. You may contact DMFAH by sending an e-mail including the subject line of “Personal Information Request” to [info@danvillemuseum.org](mailto:info@danvillemuseum.org) to ask if we are keeping Personal Information about you. If we do have Personal Information about you, we will provide you with a readable copy of such Personal Information at no charge. Factual errors in your Personal Information, including out-of-date information, can be

corrected by sending a request to [info@danvillemuseum.org](mailto:info@danvillemuseum.org) that credibly shows our error. Where it is possible to do so, we will act on your request to amend your Personal Information within a reasonable amount of time.

## **7. VENDORS**

We may use third-party vendors for various purposes. For example, we may use a third-party vendor to process donations via credit card and for other types of payments. Any time a vendor's data collection, use or security practices differs from the data collection and/or use practices described in this Privacy Policy in a manner that would impact users of the Website, we will either (1) describe on the page of the Website where such optional functions appear the specific data collection, use, or security practices of such vendor that would apply if you elect to use that optional function, or (2) we will provide a link to that third-party vendor's privacy policy.

## **8. OPT-OUT PROCEDURES**

You may always opt-out of receiving communications from us by sending an e-mail including the subject line of "Opt-Out" to [info@danvillemuseum.org](mailto:info@danvillemuseum.org). Similarly, you may always have your name removed from the Website or another location, such as where a list of donors is displayed, by sending an e-mail including the subject line of "Remove Name" to [info@danvillemuseum.org](mailto:info@danvillemuseum.org). Please specify in the body of the message the location from where you wish to have your name removed. If you opt out, we will remove your name from public donor listings, except where laws or regulations prohibit us from doing so. Where it is possible to do so, we will act on your request within a reasonable amount of time.

## **9. SECURITY OF INFORMATION**

The importance of security for all Personal Information associated with our subscribers is of utmost concern to DMFAH. The Personal Information collected through the Website is maintained in a responsible manner consistent with current industry standards.

For your privacy and security, administrative access to the Website is restricted to authorized personnel. We implement a variety of security measures to maintain the safety of your Personal Information when you enter, submit, or access information. All other Personal Information will also remain confidential.

In order to most efficiently serve you, any credit card transactions are handled by established third-party banking, processing agents, and distribution institutions. They receive the information needed to verify and authorize your credit card or other payment information. Information relating to your financial transactions will not be maintained on DMFAH's servers. Please visit our payment vendor's website to familiarize yourself with its terms and conditions and privacy policies.

Although we employ measures to protect your privacy, we cannot guarantee that your information will be secure against unauthorized intruders in every instance. No data transmission over the Internet or any wireless network can be guaranteed to be 100 percent secure. As a result, while we strive to protect your Personal Information, you acknowledge that: (a) there are security and privacy limitations of the Internet which are beyond our control; (b) the security, integrity, and privacy of any and all information and data exchanged between you and us through the Website cannot be guaranteed; (c)

any such information and data may be viewed or tampered with in transit by a third party; and (d) when you transfer any information to us, you do so at your own risk.

#### **10. LINKS TO THIRD-PARTY WEBSITES; CONTACTING THIRD PARTIES**

The Website may contain links to the websites of third parties not affiliated with DMFAH. DMFAH may also be referenced on third-party websites. You understand, acknowledge, and agree that these links are provided solely as a convenience to you and not as an endorsement by the Website or DMFAH of the content, advertising, or business practices of the third parties. DMFAH is NOT responsible for the privacy practices or the content on any other websites, including any websites that may indicate a special relationship or “partnership” with DMFAH. DMFAH does not disclose unique identifiers to those responsible for the linked websites. The linked websites, however, may collect Personal Information from you when you link to their websites. This collecting of information is not subject to the control of DMFAH. To ensure protection of your privacy, always review the privacy policies of the websites you visit by linking from the Website.

Similarly, you may have the ability to post information from the Website to your third-party social media accounts. All such postings are subject to the terms of use and privacy policy of the applicable third parties as well as the terms of this Privacy Policy.

If you elect to contact any third party identified on this Website, whether directly or through links on this Website, your choice to provide that party with your Personal Information is solely at your discretion. We have no control over, and are not responsible for, any collection or use of your information by such third parties.

#### **11. THIS WEBSITE’S RESPONSE TO BROWSER “DO NOT TRACK” SIGNALS**

**This Website does not respond to pre-set browser “do not track” signals or similar mechanisms that provide users with choices regarding the collection of personally identifiable information relating to online activities over time and across third-party websites. Once the Internet industry has settled on standards related to this issue and DMFAH recognizes such standards, we may reevaluate this approach.**

#### **12. OUR COMMITMENT TO CHILDREN’S PRIVACY**

Protecting the privacy of the very young is especially important. We never collect or maintain information at the Website from persons we know to be under age 13, and no part of our Website is designed to attract anyone under age 13. Please do not communicate with or contact us if you are under age 13. By your participation in our Website activities, you certify that you are at least 13 years of age and meet any other eligibility requirements of the Website. If you are a parent or guardian and have reason to believe that a child has provided us with personally identifiable information, please contact us at [info@danvillemuseum.org](mailto:info@danvillemuseum.org)

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