



## Website Privacy Policy

This is the official privacy policy ("Privacy Policy") of the Children's Creativity Museum ("CCM", "we", "us" or "our") and describes how we handle Personal Information (as defined below) you provide to us or that we collect from you through the use of our Website, which is located at [www.creativity.org](http://www.creativity.org), and any additional, replacement, substitute or backup websites and web pages that are associated with our website (collectively, the "Website"), when you visit our museums, exhibits or other events, make inquiries or contact us through email or phone, subscribe to our mailing lists, make a donation to us, enter a sweepstakes/contest sponsored by us, respond to a survey or otherwise engage with us.

### Personal Information

You can browse our Website without being required to divulge any Personal Information to us. Although we collect and maintain aggregate anonymous information about usage and visitors browsing our Website, no Personal Information is collected as part of this process.

When we use the term "Personal Information" in this Privacy Policy, we mean information such as your first/middle initial or name, last name, e-mail address, street address, mailing address if different, town or city, state, zip code, telephone number, date of birth, credit card information, and any other information that would allow someone to identify you or contact you including information collected through cookies and other technology.

We collect information from you when you voluntarily provide it, using automated technology, and through third party sources. We may combine data from third party sources including through other companies, exchanging mailing lists, database co-operatives, and referrals. We may collect Personal Information about you when you purchase a CCM membership, purchase CCM tickets, make a donation to CCM, register for a CCM event, participate in a CCM contest or sweepstakes, and for similar business purposes. Personal Information also includes information collected and maintained through the use of our Website about your personal preferences, survey responses and your relationship with us (for example, if you are a subscriber to our CCM electronic communications). We collect information about you through your browser, computer hardware and software. This information can include your IP address, device ID, browser type, domain names, access times and dates, number of clicks, pages viewed, one or more cookies (as described below) that may uniquely identify your browser, and referring website addresses.

CCM uses Personal Information that you provide in order to send you CCM electronic communications, provide you with information regarding CCM and CCM services and opportunities by means of, but not limited to web, email, mail, text message, to process CCM memberships, advertising and marketing, including direct marketing, to administer and maintain our Website and, if applicable, your subscription to our electronic communications. When you provide us with this Personal Information, you are consenting to receive each issue of our CCM electronic communications and any related emails. You may subscribe or

unsubscribe to CCM communications at any time by clicking the "Unsubscribe" link at the bottom of any electronic communications you receive from CCM. Any credit card information you provide in connection with a transaction will be used only as needed to process that transaction.

If you are a subscriber, you must give us current, complete and accurate information and keep the information you provide to us up to date. We cannot and shall not be responsible for any problems or liability that may arise if you do not give us current, accurate, truthful or complete information or you fail to update the information you give us.

Except as disclosed in this Privacy Policy or authorized by you via opt-in, CCM does not share, sell, rent or lease any Personal Information that you provide with any unaffiliated third parties unless you authorize us to do so by opting-in. The term "unaffiliated third parties" or "third parties" does not include any subsidiaries or affiliates of CCM.

### **Payments**

We may provide paid products and/or services. In that case, we may use third-party services for payment processing (e.g. payment processors). We will not store or collect your payment card details. That information is provided directly to our third-party payment processors whose use of your personal information is governed by their Privacy Policy. These payment processors adhere to the standards set by PCI-DSS as managed by the PCI Security Standards Council, which is a joint effort of brands like Visa, Mastercard, American Express and Discover. PCI-DSS requirements help ensure the secure handling of payment information. Blackbaud Merchant Services Privacy Policy can be viewed at <https://www.blackbaud.com/company/privacy-policy/north-america>

### **Children's Privacy**

We do not knowingly collect or solicit personal information from children or knowingly allow children to purchase goods or memberships through our website. Visitors 13 years of age and younger must obtain a parent or guardian's permission before submitting any personal information to this or any other website. In the event that we learn that we have received any personal information from a visitor 13 years of age or younger, we will delete that information as quickly as possible. If you believe that we might have information from or about a child 13 years of age or younger, please contact us at [webmaster@creativity.org](mailto:webmaster@creativity.org).

### **How We Protect Your Information**

We are committed to protecting the Personal Information you share with us through use of our Website and we maintain reasonable physical, electronic, and procedural safeguards to protect your Personal Information. We limit access to the Website by our own employees to individuals who are authorized for the proper handling of such information and any employee found violating our standards of security and confidentiality is subject to our disciplinary processes. We request our Service Providers to follow the same policy. Unfortunately, we cannot guarantee that data transmitted over the Internet will always be secure. As a result, although we strive to protect your Personal Information, we cannot ensure or warrant the security of any information you transmit or we may learn as a result of your use of our Website and you do so at your own risk. If, for any reason, you do not agree with this Privacy Policy, please do not use or attempt to take advantage of any of the information, services, features or functions of the Website that might require you to provide your Personal Information (e.g., subscribing to CCM electronic communications).

## **Unaffiliated Third Parties**

Unless authorized by you through your opt-in, or as provided herein, we will make your Personal Information available to non-affiliated third parties only in the following circumstances:

- If we are compelled to do so by a governmental agency, court or other entity (e.g., to respond to subpoenas, court orders or legal process);
- If we believe your actions violate a law, regulation, this Privacy Policy or any applicable Website terms of use, or if you threaten the rights, property or safety of us, our Website, any other users or third party;
- If, in our sole discretion, we believe disclosure is necessary to investigate or resolve possible problems or inquiries, to protect our assets, to defend our interests or comply with our legal and regulatory obligations; or
- If there is a bankruptcy, merger, acquisition, transfer of control, joint venture or other business combination involving CCM.

## **Use of Outside Vendors**

We may from time to time retain qualified third-party vendors to help us manage the Website and allow us to better serve CCM visitors. These may include third-party vendors we engage to analyze the information we collect on the CCM Website, communicate with you, for marketing, targeted advertising, or other similar purposes.

## **Links and Third Parties**

There may be opportunities through the Website from time to time to opt-in to receive information from non-CCM entities. If you opt-in, you may receive correspondence from these organizations on programs, products or services that might interest you. Your communication with these entities should be directly with such entities.

In addition, the Website may provide links to resources we believe may be useful. These links will lead you to websites operated by third parties that operate under different privacy policies. We encourage you to review those privacy policies, as this Privacy Policy does not apply to such sites, and we have no control over information you may submit to those third parties or how they may use the information you provide to them.

## **Cookies**

Cookies are small, removable data files that are stored on your computer's hard drive by your Web browser. A "web beacon" is a small object or image that is embedded into a web page, application, or email and is used to track activity. They are also sometimes referred to as pixels and tags.

When you visit our Website, we and/or third parties collect information using one or more cookies, web beacons, pixels, or other automated technology to uniquely identify your browser, which allows us to keep track of your interactions with our Website and thereby enhance and personalize your online experience on the Website. Most web browsers automatically accept cookies, but you can change the preferences of your browser so that it does not accept them.

To find more information about cookies and for instructions on how to disable them, please visit [www.allaboutcookies.org](http://www.allaboutcookies.org). By disabling cookies, you won't be able to enjoy the convenience provided by our customization.

## **General Data Protection Regulation (GDPR)**

### **Legal Basis for Processing Personal Data under GDPR**

We may process Personal Data under the following conditions:

- Consent: You have given your consent for processing Personal Data for one or more specific purposes.
- Performance of a contract: Provision of Personal Data is necessary for the performance of an agreement with you and/or for any pre-contractual obligations thereof.
- Legal obligations: Processing Personal Data is necessary for compliance with a legal obligation to which CCM is subject.
- Vital interests: Processing Personal Data is necessary in order to protect your vital interests or of another natural person.
- Public interests: Processing Personal Data is related to a task that is carried out in the public interest or in the exercise of official authority vested in CCM.
- Legitimate interests: Processing Personal Data is necessary for the purposes of the legitimate interests pursued by CCM.

In any case, CCM will gladly help to clarify the specific legal basis that applies to the processing, and in particular whether the provision of Personal Data is a statutory or contractual requirement, or a requirement necessary to enter into a contract.

### **Your Rights under the GDPR**

CCM undertakes to respect the confidentiality of Your Personal Data and to guarantee you can exercise your rights. You have the right under this Privacy Policy, and by law if you are within the EU, to:

- Request access to Your Personal Data. The right to access, update or delete the information we have on you.
- Request correction of the Personal Data that we hold about you. You have the right to have any incomplete or inaccurate information we hold about you corrected.
- Object to processing of Your Personal Data. This right exists where we are relying on a legitimate interest as the legal basis for our processing and there is something about your particular situation, which makes you want to object to our processing of Your Personal Data on this ground. You also have the right to object where we are processing Your Personal Data for direct marketing purposes.
- Request erasure of Your Personal Data. You have the right to ask us to delete or remove Your Personal Data when there is no good reason for us to continue processing it.
- Request the transfer of Your Personal Data. We will provide to you, or to a third-party you have chosen, Your Personal Data in a structured, commonly used, machine-readable format. Please note that this right only applies to automated information which you initially provided consent for us to use or where we used the information to perform a contract with you.

- **Withdraw Your consent.** You have the right to withdraw your consent on using Your Personal Data. If you withdraw your consent, we may not be able to provide you with access to certain specific functionalities of CCM.

### **Exercising of Your GDPR Data Protection Rights**

You may exercise your rights of access, rectification, cancellation and opposition by contacting us. Please note that we may ask you to verify your identity before responding to such requests. If you make a request, we will try our best to respond to you as soon as possible. You have the right to complain to a Data Protection Authority about our collection and use of Your Personal Data. For more information, if you are in the European Economic Area (EEA), please contact your local data protection authority in the EEA.

### **California Privacy Rights**

This privacy notice section for California residents supplements the information contained in our Privacy Policy and it applies solely to all visitors, users, and others who reside in the State of California.

### **Categories of Personal Information Collected**

We collect information that identifies, relates to, describes, references, is capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular Consumer or Device. The following is a list of categories of personal information which we may collect or may have been collected from California residents within the last twelve (12) months.

Please note that the categories and examples provided in the list below are those defined in the CCPA. This does not mean that all examples of that category of personal information were in fact collected by us, but reflects our good faith belief to the best of our knowledge that some of that information from the applicable category may be and may have been collected. For example, certain categories of personal information would only be collected if you provided such personal information directly to us. These categories include:

- **Category A: Identifiers.**  
Examples: A real name, alias, postal address, email address, Internet Protocol address, or other online identifiers.
- **Category B: Personal information categories listed in the California Customer Records statute (Cal. Civ. Code § 1798.80(e)).**  
Examples: Your name, alias, telephone number, home address, or credit card number.
- **Category D: Commercial information.**  
Examples: Records and history of products or services purchased or considered.
- **Category F: Internet or other similar network activity.**  
Examples: Interaction with CCM or advertisement.

Under CCPA, personal information does not include:

- Publicly available information from government records
- Deidentified or aggregated consumer information
- Information excluded from the CCPA's scope, such as:

- Health or medical information covered by the Health Insurance Portability and Accountability Act of 1996 (HIPAA) and the California Confidentiality of Medical Information Act (CMIA) or clinical trial data
- Personal Information covered by certain sector-specific privacy laws, including the Fair Credit Reporting Act (FRCA), the Gramm-Leach-Bliley Act (GLBA) or California Financial Information Privacy Act (FIPA), and the Driver's Privacy Protection Act of 1994

### **Sources of Personal Information**

We obtain the categories of personal information listed above from the following categories of sources:

- Directly from you. For example, from the forms you complete, preferences you express or provide, or from your purchases.
- Indirectly from you. For example, from observing your activity on our Website.
- Automatically from you. For example, through cookies we or our Service Providers set on your device as you navigate through our Website.
- From Service Providers. For example, third-party vendors to monitor and analyze the use of our Website, third-party vendors for payment processing, or other third-party vendors that we use to provide service to you.

### **Use of Personal Information for Business Purposes or Commercial Purposes**

We may use or disclose personal information we collect for "business purposes" or "commercial purposes" (as defined under the CCPA), which may include the following examples:

- To operate our service and provide you with our service.
- To provide you with support and to respond to your inquiries, including to investigate and address your concerns and monitor and improve our service.
- To fulfill or meet the reason you provided the information. For example, if you share your contact information to ask a question about our service, we will use that personal information to respond to your inquiry. If you provide your personal information to purchase a product or service, we will use that information to process your payment and facilitate delivery.
- To respond to law enforcement requests and as required by applicable law, court order, or governmental regulations.
- As described to you when collecting your personal information or as otherwise set forth in the CCPA.
- For internal administrative and auditing purposes.
- To detect security incidents and protect against malicious, deceptive, fraudulent, or illegal activity, including, when necessary, to prosecute those responsible for such activities.

Please note that the examples provided above are illustrative and not intended to be exhaustive. If we decide to collect additional categories of personal information or use the personal information we collected for materially different, unrelated, or incompatible purposes we will update this Privacy Policy.

## **Disclosure of Personal Information for Business Purposes or Commercial Purposes**

We may use or disclose and may have used or disclosed in the last twelve (12) months the following categories of personal information for business or commercial purposes:

- Category A: Identifiers
- Category B: Personal information categories listed in the California Customer Records statute (Cal. Civ. Code § 1798.80(e))
- Category D: Commercial information
- Category F: Internet or other similar network activity

Please note that the categories listed above are those defined in the CCPA. This does not mean that all examples of that category of personal information were in fact disclosed, but reflects our good faith belief to the best of our knowledge that some of that information from the applicable category may be and may have been disclosed. When we disclose personal information for a business purpose or a commercial purpose, we enter a contract that describes the purpose and requires the recipient to both keep that personal information confidential and not use it for any purpose except performing the contract.

## **Share of Personal Information**

We may share your personal information identified in the above categories with the following categories of third parties:

- Service Providers
- Payment processors
- Our affiliates
- Our business partners
- Third party vendors to whom you or your agents authorize us to disclose your personal information in connection with products or services we provide to you

## **Your Rights under the CCPA**

The CCPA provides California residents with specific rights regarding their personal information. If you are a resident of California, you have the following rights:

- The right to notice. You have the right to be notified which categories of Personal Data are being collected and the purposes for which the Personal Data is being used.
- The right to request. Under CCPA, you have the right to request that we disclose information to you about our collection, use, sale, disclosure for business purposes and share of personal information. Once we receive and confirm your request, we will disclose to you:
  - The categories of personal information we collected about you
  - The categories of sources for the personal information we collected about you
  - Our business or commercial purpose for collecting or selling that personal information
  - The categories of third parties with whom we share that personal information
  - The specific pieces of personal information we collected about you
  - If we sold your personal information or disclosed your personal information for a business purpose, we will disclose to you:
    - The categories of personal information categories sold
    - The categories of personal information categories disclosed

- The right to say no to the sale of Personal Data (opt-out). You have the right to direct us to not sell your personal information. To submit an opt-out request please contact us.
- The right to delete Personal Data. You have the right to request the deletion of your Personal Data, subject to certain exceptions. Once we receive and confirm your request, we will delete (and direct our Service Providers to delete) your personal information from our records, unless an exception applies. We may deny your deletion request if retaining the information is necessary for us or our Service Providers to:
  - Complete the transaction for which we collected the personal information, provide a good or service that you requested, take actions reasonably anticipated within the context of our ongoing business relationship with you, or otherwise perform our contract with you.
  - Detect security incidents, protect against malicious, deceptive, fraudulent, or illegal activity, or prosecute those responsible for such activities.
  - Debug products to identify and repair errors that impair existing intended functionality.
  - Exercise free speech, ensure the right of another consumer to exercise their free speech rights, or exercise another right provided for by law.
  - Comply with the California Electronic Communications Privacy Act (Cal. Penal Code § 1546 et. seq.).
  - 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 the information's deletion may likely render impossible or seriously impair the research's achievement, if you previously provided informed consent.
  - Enable solely internal uses that are reasonably aligned with consumer expectations based on your relationship with us.
  - Comply with a legal obligation.
  - Make other internal and lawful uses of that information that are compatible with the context in which you provided it.
- The right not to be discriminated against. You have the right not to be discriminated against for exercising any of your consumer's rights, including by:
  - Denying goods or services to you
  - Charging different prices or rates for goods or services, including the use of discounts or other benefits or imposing penalties
  - Providing a different level or quality of goods or services to you
  - Suggesting that you will receive a different price or rate for goods or services or a different level or quality of goods or services

### **Exercising Your CCPA Data Protection Rights**

In order to exercise any of your rights under the CCPA, and if you are a California resident, you can contact us:

- By mail: Children's Creativity Museum - Privacy Administrator  
221 Fourth Street  
San Francisco, CA 94103  
Attn: Your California Privacy Rights
- By email: [webmaster@creativity.org](mailto:webmaster@creativity.org)  
Subject: Your California Privacy Rights



Only you, or a person registered with the California Secretary of State that you authorize to act on your behalf, may make a verifiable request related to your personal information. Your request to us must:

- Provide sufficient information that allows us to reasonably verify you are the person about whom we collected personal information or an authorized representative (for example, include your name, street address, city, state, and zip code)
- Describe your request with sufficient detail that allows us to properly understand, evaluate, and respond to it

We cannot respond to your request or provide you with the required information if we cannot verify your identity or authority to make the request and confirm that the personal information relates to you.

We will disclose and deliver the required information free of charge within 45 days of receiving your verifiable request. The time period to provide the required information may be extended once by an additional 45 days when reasonably necessary and with prior notice. Any disclosures we provide will only cover the 12-month period preceding the verifiable request's receipt.

For data portability requests, we will select a format to provide your personal information that is readily usable and should allow you to transmit the information from one entity to another entity without hindrance.

### **California Do Not Track Notice**

Because there are not yet common, industry-accepted "do not track" standards and systems, the Website does not currently respond to Do Not Track signals. In addition, we may allow third parties to collect Personal Information from your activity on our Website, as described in this Privacy Policy.

### **Revisions to This Privacy Policy**

We may revise this Privacy Policy at any time and from time to time without advance notice, by posting an updated and revised version of this Privacy Policy on the Website. The revisions are effective immediately upon posting and we encourage you to check this Privacy Policy often so you are aware of the most current terms and conditions that apply to you.

### **All Users**

If any user of our Website or any subscriber has any questions about this Privacy Policy, please contact our Privacy Administrator at [webmaster@creativity.org](mailto:webmaster@creativity.org)

This Privacy Policy was last modified on May 21, 2021

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