



# **GINA GIBNEY DANCE, INC.**

## **PRIVACY POLICY**

### **AUGUST 2018**

We at Gina Gibney Dance Co., Inc. ("Gibney," "we," "us," or "our") have created this privacy policy ("Privacy Policy") because we respect and are committed to protecting your privacy. This Privacy Policy describes how we collect, store, and use personally identifiable information obtained through our web site located at <https://gibneydance.org> (the "Website"). We encourage you to read the complete Privacy Policy. Use of Gibney's Website constitutes your acceptance of our Privacy Policy.

## **DATA COLLECTION**

### **1. PERSONAL INFORMATION YOU GIVE US**

If you use our Website in order to subscribe to our newsletter you will be required to provide us with certain personal information about yourself ("Personal Information"), such as your name and e-mail address. When you use the Website, we do not collect any Personal Information from you unless you provide us with the Personal Information voluntarily. You may remain anonymous to us if you choose to pay by cash in person.

We engage third parties to perform functions like sending postal mail and email, removing duplicative information from customer lists, and processing credit card payments for ticket purchases, space rentals, and donations. These parties have access to Personal Information that is not necessary to perform their functions, but they are contractually obligated not to use it for other purposes.

### **2. AUTOMATICALLY COLLECTED INFORMATION**

When you visit Gibney's Website, we may also automatically collect additional information ("Other Information") through various technology used in connection with the Website. Such Other Information may include your computer's IP address, browser type and version and operating system, your Internet domain, referring and exit pages and URLs, date and time, amount of time spent on particular pages, which sections of the Website you visit, and other similar information regarding your use of the Website. This Website visitation data is identified only by a unique ID number, and is not linked with personal information unless you choose to log in. We may perform (or have third parties perform) analyses of visitors' behavior, and may share aggregated, anonymous data with funders, sponsors, or others.



In addition, information may be collected via "cookie" technology to help us improve the user experience and enhance our Website's functionality. A cookie is a small amount of data sent by our Website and stored on your computer's hard drive that our Website can read, and which helps us keep track of how you use our Website. Many web browsers automatically accept cookies by default but contain an option for you to disable the cookie acceptance if you prefer. If you disable cookie acceptance, bear in mind that the Website may not function properly.

Gibney uses electronic images known as web beacons to monitor the activity of our email messages. These web beacons allow Gibney's email service provider to obtain information such as the IP address of the computer that opened the email and what links were clicked within the email. With both cookies and web beacon technology, the information that we collect is anonymous and not personally identifiable.

Gibney uses remarketing with Google Analytics to advertise online. This means that Gibney allows third party vendors to show Gibney's ads on sites across the Internet. Gibney and these third party vendors use first party cookies and third party cookies together to inform, optimize and serve ads based on a visitor's past visits to gibneydance.org.

## **ACCESSING AND MODIFYING PERSONAL INFORMATION AND COMMUNICATION PREFERENCES**

If you register for our newsletter on our Website, you may access, review, and make changes to your Personal Information. In addition, whether you have registered for the newsletter or not, you may, manage your receipt of marketing and other communications by clicking on the "unsubscribe" link located at the bottom of any Gibney marketing email. We will use commercially reasonable efforts to process such requests in a timely manner. You should be aware, however, that it is not always possible to completely remove or modify information in our databases. If you have registered on our Website, you cannot opt out of receiving transactional emails related to your account.

## **USE OF YOUR PERSONAL INFORMATION**

We use your Personal Information and the Other Information to process your orders, solicit your feedback, inform you about performances and other Gibney news, events and offerings, and to improve your overall Website experience.



Occasionally, Gibney may make some Personal Information available, without notice to you, to select third parties, including but not limited to: nonprofit arts organizations, affiliated organizations, and companies or organizations with whom we have a contractual or sponsor relationship. This information generally consists of your name and mailing address. We do not share your email address or telephone number. You can request at anytime that we do not share your name and address with such third parties by emailing us at [info@gibneydance.org](mailto:info@gibneydance.org) or calling us at (646) 837-6809.

Performances at Gibney are often produced or presented by other organizations. When you make a ticket purchase for a performance presented or produced by one of these organizations, Gibney may provide such organization with information regarding your purchase. This information may include, but shall not be limited to, your name, address, telephone number, and email address, as well as general details of your purchase, which may include, but shall not be limited to, the date of your purchase, any discount offer you responded to, and the dollar amount of your transaction.

Gibney may disclose your Personal Information if required to do so by applicable law or in the good faith belief that such action is necessary to: (a) conform to the edicts of the law or comply with legal process served on Gibney or the Website; (b) protect and defend Gibney's rights or property; (c) in connection with an investigation pertaining to suspected or actual illegal activities; or (d) act in urgent circumstances to protect the personal safety of Gibney employees, visitors to Gibney, or members of the public.

Additionally, in the event of a corporate sale, merger, acquisition, reorganization, bankruptcy, dissolution or similar event ("Transfer Event"), we reserve the right to sell and transfer your information if we sell or transfer all or a portion of our business or assets. Should a Transfer Event occur, we will use reasonable efforts to direct the transferee to treat your Information in a manner that is consistent with this Privacy Policy.

## **LINKS AND EMBEDDED CONTENT**

Our Website may include links to other websites or embedded content. We do not control the privacy policies of the destination sites. Once you leave our Website or watch a YouTube or vimeo video (you can see where you are by checking the URL in the location bar on your browser), use of any information you provide is governed by the privacy policy of the operator of the site you are visiting.

## **HOW WE PROTECT YOUR INFORMATION**



890 BROADWAY  
FIFTH FLOOR  
NEW YORK, NY 10003  
TEL: 212 677 8560

280 BROADWAY  
ENTER 53A CHAMBERS  
NEW YORK, NY 10007  
TEL: 646 837 6809

We take commercially reasonable steps to protect your Personal Information from loss, misuse, and unauthorized access, disclosure, alteration or destruction. We hope that you will understand, however, that no security system is impenetrable, and that accordingly, we cannot guarantee the security of our databases.

## **PROTECTION OF CHILDREN'S PRIVACY**

Gibney's Website is not directed to children and Gibney does not knowingly collect Personal Information from children. If you learn that your child has provided us with Personal Information without your consent, you may alert us at [info@gibneydance.org](mailto:info@gibneydance.org). If we learn that we have collected any Personal Information from a child, we will promptly take steps to delete such information.

## **CALIFORNIA PRIVACY RIGHTS**

California law permits users who are California residents to request and obtain from us once a year, free of charge, a list of the third parties to whom we have disclosed their Personal Information, if any, for their direct marketing purposes in the prior calendar year, as well as the type of Personal Information disclosed to those parties. Gibney does not share Personal Information with third parties for their own marketing purposes.

## **INTERNATIONAL USERS**

By using the Website, Gibney will transfer your data to the United States. By choosing to visit the Website or otherwise provide information to us, you agree that any dispute over privacy or the terms contained in this Privacy Policy will be governed by the laws of the State of New York and the adjudication of any dispute arising in connection with Gibney or from your use of the Website will be subject to the exclusive jurisdiction of the state and federal courts located in New York County; you and Gibney each waive any objection to jurisdiction and venue in such courts.

If you are visiting from the European Union or other regions with laws governing data collection and use, please note that you are agreeing to the transfer of your information to the United States and to the processing of your data globally. By providing your Personal Information, you consent to any transfer and processing in accordance with this Privacy Policy.



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## **CHANGES TO OUR PRIVACY POLICY**

Gibney may update this Privacy Policy at any time. When the Privacy Policy is changed, the date listed at the bottom of this Privacy Policy will also be updated. By accessing the Website after we make any such changes to this Privacy Policy, you are deemed to have accepted such changes. Please visit this page periodically to review our most current Privacy Policy.

## **CONTACT US**

Gibney welcomes your comments regarding this Privacy Policy. Please email [info@gibneydance.org](mailto:info@gibneydance.org), call (646) 837-6809, or write to us at: Gina Gibney Dance, Inc., 280 Broadway, New York, NY 10007.