

AMERICAN FOLK ART MUSEUM PRIVACY POLICY

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INFORMATION PROVIDED BY VISITORS

When You Register

You may use the American Folk Art Museum’s website without registering or submitting any personally identifiable information. However, in order to have access to certain options, such as the museum’s e-mail newsletters, you must register online.

If you decide to register online, you will be asked to provide personally identifiable information that may include a user name and password, your name, e-mail address, postal address, and phone number. Online memberships are processed through a secure platform, Lightspeed. For further inquiries, please see [Lightspeed’s Privacy Policy](#). Advance admission/program tickets are processed through a secure platform, Eventbrite. For further inquiries, please see [Eventbrite’s Privacy Policy](#).

When You Make a Donation or Purchase a Membership Online

The museum will ask you to provide personally identifiable information necessary to process and service your Membership and/or donation that may include your name, billing and shipping addresses, telephone number, e-mail address, and credit card number. When you make a donation or purchase a Membership online, your credit card information will be temporarily stored on a secure server on the Lightspeed or Eventbrite platforms. The museum will retain the personally identifiable information you provided for its records.

How the Museum Uses Information Provided by Visitors

The American Folk Art Museum uses the information you provide to facilitate customer service in the Museum Shop or in the Membership department or for programming and events. If you decide to utilize the MailChimp option, the museum will use your information to provide you with updates about exhibitions, programs, and special offers available to you.

Any personally identifiable information voluntarily provided by you will be used for the purpose(s) for which the information was provided and may be used by the museum for communication purposes and shared with other carefully screened reputable organizations or companies whose products and services might interest you but whose privacy policies may differ from the American Folk Art Museum’s. We may also use your information to improve our marketing outreach by working with third-party vendors to build models to identify and reach new users online based on them displaying similar online behavior to our existing users.

You can easily opt-out of such use of your information by (a) clicking the ‘unsubscribe’ link at the bottom of any marketing or communications e-mail you receive from us. Your personally identifiable information will not be disclosed or used for purposes other than those specified without your consent, except as authorized by law.

Opting Out

If you prefer not to have your personally identifiable information shared this way, you may indicate this at the time you provide the information. If an “opt-out” option is not offered, or if you decide after you have provided this information that you do not want the museum to share your information with any other organization, you may send an e-mail to membership@folkartmuseum.org requesting that the museum not share your personally identifiable information with third parties for marketing purposes. The museum cannot, however, remove your name from any third-party list; you will have to contact them directly. Constituent information is stored on a secure platform Blackbaud. For further inquiries, please see [Blackbaud’s Privacy Policy](#).

E-MAIL COMMUNICATIONS

Newsletters

If you sign up for or subscribe to an e-mail newsletter, discussion list, or special interest alert, you will receive the information that you have requested; you have the option of unsubscribing or removing your name from the list at any time. By providing this information, you may receive occasional e-mail messages from the American Folk Art Museum or other organizations, for marketing and promotional purposes.

E-mail

The museum tries to respond to e-mail messages requiring a response, including customer service inquiries related to purchases in the Museum Shop, within one week. If you e-mail the museum, your message and e-mail address will be forwarded to the appropriate department within the museum. Any message, material, business information, ideas, concepts, or other information sent to the museum by e-mail will be treated as non-confidential and non-proprietary. Your e-mail address will not be used for any other purpose but to contact you if needed.

INFORMATION COLLECTED AUTOMATICALLY

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Analytics

The Museum works with third-party analytics and marketing partners who use technologies such as cookies on our behalf. We use Google Analytics, which uses cookies and similar technologies to collect and analyze information about use of our website and report on activities and trends. This service may also collect information regarding the use of other websites, apps and online resources. You can learn about Google’s practices by going to www.google.com/policies/privacy/partners/, and

exercise the opt-out provided by Google by downloading the Google Analytics opt-out browser add-on, available at <https://tools.google.com/dlpage/gaoptout>.

MailChimp

If you sign up for the museum's MailChimp newsletter or special-interest alert, you will receive the information that you have requested; you have the option of unsubscribing or removing your name from the list at any time. Any information you choose to provide regarding special interests may be used for marketing and promotional purposes. For further inquiries, please see the [MailChimp Privacy Policy](#).

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CHANGES TO PRIVACY POLICY

The American Folk Art Museum may revise its Privacy Policy at any time. You are encouraged to visit this page periodically to review the museum's current policy so that you will always know what information the museum gathers and how that information may be used.

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