

## Our commitment to privacy

Your privacy is important to us. To better protect your privacy, we provide this notice explaining our online information practices and the way your Personal Information (as defined below) is collected and used. To make this notice easy to find, we make it available on our homepage and at every point where personally identifiable information may be requested. The Hobby Center is a non-profit company whose operations and data servers are located wholly within the United States. If you are located outside the U.S., please be aware that while we strive to collect and process your data in a fair and transparent manner consistent with industry standards, any data you submit on the website will be processed in accordance with this Privacy Policy and U.S. law, which may not offer the full protection of the laws of the country where you are located. By providing information to us on the website, you accept the terms of this Privacy Policy. As used in this Privacy Policy, “The Hobby Center” and “we/our” refers to The Hobby Center. We will not sell, share, or rent this information to others in ways different from what is disclosed in this statement. **By purchasing a product, supplying your email address to us or registering for any aspect of the services provided by the Hobby Center, you consent and agree to be bound by the terms of this Privacy Policy.** We reserve the right to modify this Privacy Policy, so check back frequently for any changes. The “Last Revised” date is shown below. Continued access after a revision also constitutes acceptance of that revision. This policy applies to all of our websites regardless of whether there is a specific link to this page.

## How we collect information

We collect and store different types of information about you depending on the way in which you may interact with this website or social media for which the Hobby Center is affiliated or sponsors. For purposes of this Privacy Policy, “**Personal Information**” means information that identifies, relates to, describes, is reasonably capable of being associated with, or could reasonably be linked with a particular consumer, a device (such as a computer or cellphone) or a household. We collect information, including Personal Information, in different ways, including:

- *Directly from you:* We often receive Personal Information because you provide it to us. For example, if you buy tickets or register for a promotion. We may also collect information if you post a comment on a website or social media, ask us a question, or complete an account profile for purpose of future communication.
- *Passive collection:* We use tracking tools like browser cookies, pixels and tags. We and our vendors use such tools to recognize new and past customers, to store passwords, improve website and mobile apps, serve you with advertising content which with be think you will be interested, or to better understand the interests of our customers.
- *From third parties:* If you access our website through other third-party websites, these websites may share your Personal Information with us.

- *Social Network Integration.* If you choose to access, visit and/or use any third-party social networking site which may be integrated with the Hobby Center, we may receive Personal Information about you and your contacts with those platforms. For example, some social network services allow you to push content from the Hobby Center to your contacts or to pull information about your contacts so you can connect them to the Hobby Center. These same social networking sites may facilitate your registration with the Hobby Center or enhance or personalize your experience with us. You can limit this access by modifying your privacy settings directly with those social networking services. We treat Personal Information that we receive through social networking services the same way that we treat your Personal Information received through any other means.

## The information we collect

We use data collection tools to analyze trends, administer the site, track user's movement on the site, and gather broad demographic information. Other information collected about you includes:

- *Duration of visit and posted information.* This may include information you post in a public space on our website or on a social media site.
- *Contact and billing information.* When you create an account, buy a ticket or have a ticket transferred to you by a friend, we will collect your contact and billing information, including your name, address, zip code, email, phone number and credit card number.
- *Demographic information.* We may collect information about your age range, race or gender or information about events you like or products you buy. This may be collected as part of a survey.
- *Accessibility information.* We may collect details about your health requirements if you request accessibility assistance when attending events.
- *Other information.* We may collect information about the browser or device that you are using, your IP address, your location, a referring website, the site you visit after leaving this website and how you did or did not use this website. This information may be collected via GPS or WIFI if you are present in the Hobby Center when the data is collected.
- *Personal Financial Information.* Because we offer the ability to purchase tickets to the Hobby Center shows via our proprietary ticketing system, we may also collect personal financial information, such as your address, email address and credit card information. At times we must transmit or request credit card or other financial information to complete a purchase transaction or verify your identity. Your credit card information is not stored in our database. To comply with all applicable financial and information privacy and security laws, we utilize industry standard

encryption for all transactions. We may extract your contact information from your personal financial information for uses consistent with this Privacy Policy.

## Information collected by third parties

Our sites include links to other websites whose privacy policies we do not control. These third parties may include ticketing services, presenters of productions, marketing and contact lists hosts and others. Once you leave our servers (you can confirm 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. That policy may differ from ours. If you cannot find the privacy policy of any of these sites via a link from the site's homepage, you should contact the site directly for more information. The Hobby Center is not responsible for the privacy practices or the content of such websites.

## How this information is used

- *Products & Services.* We use your Personal Information to process your orders and provide you with customer support. This includes sending you emails about your account or ticket purchases. We may also contact you about this policy or our terms of service.
- *Requests & Questions.* We may use your Personal Information to confirm your registration or attendance. We may also use your Personal Information if you refer a friend and provide that person's information.
- *Improve Products & Services.* We may use your Personal Information to customize your experience with us. This could include displaying content in emails or other marketing based on your preferences. We may also use your Personal Information to improve our website or productions. Further we may combine information we get from you with information we get from third parties, such as social media platforms, for this purpose.
- *Security.* We use information we receive from you and from others to protect our company, our customers and our websites.
- *Marketing.* We use information we receive from you to direct special promotions and offers. These might be special shows or productions at the Hobby Center but also be third-party products or offers we believe you may find interesting based on information we have collected about you. You have the opportunity to opt-out of these contacts as described in the "Choices" section below.

## Who We Share Your Personal Information With and Why

- *Artists, Presenters and Partners.* The Hobby Center may share information, including Personal Information, collected on the Hobby Center for the Performing Arts website with the artists, performers, presenters or those contracted to perform promotional and marketing activities on behalf of any of artist, performer or presenter. These business partners may use information we share with them as described in their privacy policies and may include marketing communications.

- *Third party vendors.* We may share information with vendors, such as Constant Contact or Ticketmaster, who fulfill your purchases or assist us with data management. Some of these vendors may have locations outside of the United States.
- *Marketing Communications.* We may use your Personal Information to communicate with you about new features, events or productions that may be offered by us or third-party vendors, artists, presenters or partners, including advertising, marketing and sponsorship clients and partners.
- *Health & Safety.* We may access, use or share with others your Personal Information for purposes of health and safety or other matters in the public interest.
- *Legal compliance.* We may share information to respond to a court order, subpoena or in connection with an investigation being conducted by a governmental agency or investigatory body. We may also share information if we are participating in an investigation regarding fraud.
- *Successors.* We may share your Personal Information with a purchaser of our business when it is sold by sharing a customer list.
- *Other reasons.* If we share your Personal Information for reasons not described in this policy, we will give you notice before we do so.
- *Responsibility.* While we may seek to require these third parties to follow appropriate privacy practices and will not authorize them to use your Personal Information except for the express purpose for which it was provided to them, we do not bear any responsibility for any actions or failures to act or policies of these third parties.

## Choices

You have certain choices about how we use your Personal Information.

- *Opt-out.* You may opt out of receiving promotional emails by clicking ‘unsubscribe’ in any marketing email you receive from us and following the instructions. You can also change the preferences in your account. Otherwise, if you do not wish to have your Personal Information shared with third parties for their marketing purposes, contact us by email at the address shown below. Note, however, that in order for us to properly administer our work and provide you with services, we must continue to use your Personal Information internally and with the artists, presenters and partners. If you object to such sharing, you should not access our website for any purpose.
- *Modify.* You can correct, delete or update information we have about you. Log into your account and follow the instructions. You may also email your changes to the address shown at the address shown below. We will endeavor to make that change as soon as we can. Sometimes such information may remain in our backup files and cannot be changed or deleted from those files.
- *Location.* You can control whether we access your location by turning off the GPS locator or location information in your device.

## Cookies and Tracking Technologies; Do Not Track

- *Cookies.* Our website may at times place and/or store code or other types of information and/or software on the device with which you access our site. We and our third-party vendors may use devices in a way that collects your Personal Information for the purposes described in this Privacy Policy, including without limitation whether you have seen a particular advertisement before on the same or different device and to otherwise control and tailor the display of ads to you based on your preferences, to track the movements of individual users through our site and elsewhere on the web or across apps, devices and geographic locations. This may help us diagnose problems with servers, gather broad demographic information, to conduct research, deliver editorial content, record registration or personalization information or to otherwise connect with you.
- *Disabling Cookies.* If you do not wish to have cookies, your individual browser may have options that allow you to block or reject such devices. Note that if you block or disable these devices, some portions of our website may not function properly.
- *Tracking Technologies.* In addition to cookies, we may use web beacons, web bugs, internet or pixel tags, clear gifs, digital fingerprinting and similar technologies on our website and in how you interact with it. We and our third-party vendors may use these tracking technologies to determine whether communications have been opened by recipients and for some or all of the lawful purposes described above for using cookies.
- *Do Not Track.* Your browser may allow you to automatically transmit a “Do Not Track” signal to websites and online services. The technology industry is not unanimous in its position on the effectiveness of these Do Not Track methodologies. We do not alter our practices when our website receives a Do Not Track signal from another browser. You may opt out as described elsewhere in this Privacy Policy.

## Our commitment to data security

To prevent unauthorized access, maintain data accuracy and ensure the correct use of information, we have put appropriate physical, electronic and managerial procedures to safeguard and secure the information we collect online. Because no data transmission is completely secure, we cannot guarantee that your use of our sites will be completely safe. If you continue to use our website, you agree to assume all risks in connection with the sharing of your Personal Information. If you believe that an unauthorized account has been created using your name or information, contact us at the address below.

## Not intended for Children

Our websites are meant to be accessed by adults. We do not knowingly collect personally identifiable information about children under 13. If you are a parent or legal guardian and think your child under 13 has given us information, please email us at the address shown below or write to us at the physical address show. Please mark your inquiry “COPPA Information Request.”

## How to contact us

Should you have other questions or concerns about these privacy policies, please call us at 713.315.2400 or send us an email at [privacy@thehobbycenter.org](mailto:privacy@thehobbycenter.org).

This is the web site of:

[thehobbycenter.org](http://thehobbycenter.org)

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