

## PRIVACY POLICY

The Art Dealers Association of America (“ADAA”) is committed to protecting your privacy. This Privacy Policy describes the information we collect through our website <http://theartshow.org> (the “Site”), how we use and share it, and how you can make choices about our use of that information.

Please note that this Privacy Policy may be amended from time to time, so please check back regularly. By using the Site after we have posted an updated Privacy Policy, you agree to that updated Privacy Policy.

**By using the Site, you consent to our collection, use, and sharing of information as described in this Privacy Policy.**

### Information We Collect

#### *Information You Provide to Us*

You can browse the Site without submitting any personally identifiable information (“Personal Information”) to us. We collect Personal Information, such as your name, email address, mailing address, phone number and other information, when you voluntarily provide it to us. Below are the most common ways in which you would provide your Personal Information:

- When you register and purchase a ticket for The Art Show
- When you contact us to request information or assistance
- In conjunction with any other place on the Site where you knowingly volunteer Personal Information

#### *Information Automatically Collected and Cookies*

We may also collect information about users when you interact with the Site. This includes the IP address of the device you use to access the Site, the browser type, the time and date of visits to the Site, and the website that referred or linked you to the Site. We may use this information to analyze how visitors use our Site so we can improve the quality of the information and services we provide.

We or our Service Providers (as defined below) may collect some of this information through cookies, web beacons, pixel tags, clear gifs or similar technologies, which are small data files placed on your computer or mobile device. For example, cookies may anonymously track a user across a web session on the Site. You are not required to accept cookies from the Site. Your web browser allows you to disable the cookies function or delete existing cookies. However, if you disable cookies, you may not be able to access certain features on the Site.

We do not use information automatically collected by the Site to identify visitors individually except in circumstances where we may deem it necessary in connection with legal process or to protect our rights or the rights of a third party as further described below.

## **How We Use Your Information**

We or our third-party service providers (“Service Providers”) may use your Personal Information for the following purposes:

- To register you for and issue you a ticket for The Art Show
- To send you information about news, events, or opportunities that we think may be of interest to you through our mailing list
- To respond to inquiries from you and communicate with you
- To ensure and improve the quality of our Site
- To notify you about substantive changes to our privacy practices
- To detect, investigate, and protect against any activities that may violate our policies or the law and to establish, defend against, or enforce any related claims

## **How We Share Your Information**

We do not rent or sell your Personal Information to any third parties.

We may share your Personal Information with our members who will be participating in The Art Show and our Service Providers that help us operate and provide services in connection with the Site.

We may use independent contractors or consultants to perform services for the ADAA. These individuals and entities may have access to Personal Information only as needed to perform their functions and are contractually obligated to maintain the confidentiality of any Personal Information collected from the Site.

We also reserve the right to disclose and use Personal Information and other information in special circumstances, including to enforce this Privacy Policy, to comply with legal process or law enforcement, to address actual or suspected illegal activity, to protect our property or rights, to protect the rights and safety of anyone, or for other reasons we determine in good faith are necessary, appropriate, or required by law. If we ever merge with, are acquired by, or otherwise consolidate with another organization, Personal Information may be transferred along with our other assets.

## **Third-Party Web Sites**

The Site may contain links to third-party web sites (“Third-Party Sites”). Third-Party Sites may collect information about you when you interact with them through links on our Site. If you follow any link to a Third-Party Site, you should review those sites’ privacy policies to find out how they protect your privacy. We are not responsible for Third-Party Sites or their privacy practices.

## **Payments**

To purchase tickets for The Art Show, you will be directed to a Third-Party Site hosted by our Service Provider. The ADAA does not collect any credit card information and processing of any credit card information is subject to our Service Provider's privacy policies available on the Third-Party Site.

## **Social Media Features**

The Site may include links to social media services, such as Facebook, Instagram, Pinterest or Twitter. Social media services are hosted and controlled by Third-Party Websites and your interactions with these features are governed by those respective companies' privacy practices. When you follow, like, comment, or otherwise engage with us through these social media services, we see any Personal Information that the social media service generally makes available about its users.

## **Record Retention**

We will keep your Personal Information for as long as we need it, or as otherwise prescribed by law, for the purposes set out in this Privacy Policy.

## **Security**

We use reasonable efforts to safeguard your Personal Information. All traffic on the Site is encrypted with an SSL/TSL Certificate, including transmission of Personal Information to the Site. Of course no transmission over the Internet can be guaranteed to be 100% secure, so you provide your Personal Information at your own risk.

## **Location of Servers and Transfer of Information**

Information collected through the Site will be accessed and processed in the United States. In addition, your information may be transferred outside the United States by our Service Providers with locations in other countries. By using the Site and providing your Personal Information to us, you consent to this transfer and to the collection, storage, processing and use of your Personal Information both within and outside of the United States.

## **Your Choices Regarding Our Use of Your Personal Information**

If you wish to review, update, correct, or remove the information we have for you, please email [adaa@artdealers.org](mailto:adaa@artdealers.org).

If you no longer wish to receive communications from us, you can also unsubscribe by clicking on the "unsubscribe" button in any email communication you receive from us.

## **Do Not Track (DNT) Requests**

Some browsers have incorporated Do Not Track (“DNT”) preferences. As there is not yet an industry-standard DNT protocol on how to interpret DNT signals, we do not honor DNT signals from browsers at this time. However, you may refuse or delete cookies to prevent some tracking activities.

## **Children**

We do not knowingly collect information from or about children. If you are a parent or guardian and believe your child under 13 may have provided Personal Information through the Site, please contact [adaa@artdealers.org](mailto:adaa@artdealers.org).

## **Changes to this Privacy Policy**

The ADAA reserves the rights to modify this Privacy Policy from time to time without notice to you. If we make material changes to our Privacy Policy, we may notify you. The ADAA may update this Privacy Policy by posting a new version on this webpage.

## **Contact Us**

For any questions you may have about this Privacy Policy or our data practices please email [adaa@artdealers.org](mailto:adaa@artdealers.org).

Date: August 4, 2021