

# **Arts Council of Ladysmith and District Website Privacy Policy**

## **What type of information do we collect and how?**

We receive, collect and store any information you enter on our website for the purposes expressed at the point of collection. In addition, we collect the internet protocol (IP) address used to connect your computer to the internet, your connection information, how you use our website, and your purchase history. We use analytic software tools to measure and collect session information, including page response times, length of visits to certain pages, page interaction information, and methods used to browse away from the page.

For online transactions, we collect your payment information through our Wix website, which in turn provides payment information to Square, our payment processing service provider. The ACLD does not store or access any of the payment information you enter, it goes directly to the payment processor via secure and encrypted HTTPS protocols. You can also opt to provide personally identifiable information on our website using Google Forms, and that personal information can include name, email, phone number, comments, feedback, and recommendations.

When you provide personal information on our website, your personal information will be used for the specific reasons stated. A few examples of this include: when artists submit their works, all information provided, including the artist's name and the description of work, is stored and presented on our Wix website. When you subscribe to our newsletter, we collect the email address you provide us, and that is stored on MailChimp. When you complete a course evaluation form or a teacher application form on our website, the information you provide is collected and stored using Google Forms.

## **Why do we collect personal information on our website?**

We collect personal information on our website to provide, assess, and improve our programming and services; to conduct transactions; to optimize our website users' experience; to establish and maintain relationships with our stakeholders; to maintain current and accurate information; and to inform stakeholders.

## **How do we store, use, share and disclose your site visitors' personal information?**

Our website is hosted on the Wix.com platform. Wix provides us with the online platform that allows us to sell products and services. Your data is stored through Wix.com's data storage, databases and applications. They store your data on secure servers behind a firewall. Data collected by Google Forms and Mailchimp is also stored securely on the respective platforms.

All payment information collected through Wix.com is shared with Square, our payment processing service provider, and adheres 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 credit card information by our store and its service providers.

### **How do we communicate with our site visitors?**

We may contact you to notify you regarding your activities conducted on our website for the following reasons: to troubleshoot problems you may be having, to process a transaction, to request information, and to send you relevant updates. For these purposes we may contact you via email, telephone, or text message.

### **What are cookies and how do we use them?**

Cookies are very small data files that are stored on your computer or mobile devices when you visit our website. This is standard practice for websites. We use cookies to deliver a high-quality experience and make our website easier for you to use. For example, we use cookies to collect statistics on how our website is used and also keep track of your preferences, including items you have placed in your electronic shopping cart. We may collect data about how you use our website so that we can update our service and program planning to meet our user's needs and preferences, and so that we can optimize our website design. Most web browsers automatically accept cookies, but if you do not wish to have cookies enabled, you can adjust your browser settings to decline them or to alert you when cookies are being sent. If you decline cookies, you will still be able to use our website, but certain features may be affected.

### **Privacy policy updates**

We reserve the right to modify this privacy policy at any time, so please review it frequently. Changes and clarifications will take effect immediately upon their posting on the website. If we make material changes to this policy, we will notify you here that it has been updated so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we use and/or disclose it.

### **Questions and request regarding your privacy**

If you would like to access, correct, amend or delete any personal information we have about you, you are invited to contact us at [education@ladysmitharts.ca](mailto:education@ladysmitharts.ca) or send mail to PO Box 2370 Ladysmith BC V9G 1B8.