

PRIVACY POLICY

Powerhouse Arts (the “Organization”) is committed to the privacy and security of personal information. The purpose of this Privacy Policy (“Policy”) is to provide you with information about how the Organization collects, uses, shares, and safeguards certain of the personal information it gathers. It also describes options you have concerning your personal information. In general, our processing of personal information is designed to improve the purchasing experience of our customers and to provide relevant information about our products, services, and promotions.

About This Policy

This Policy describes the privacy practices of the Organization and its subsidiaries, divisions, and affiliates (collectively and/or individually, "Organization", "our", or "we"). Except as otherwise provided, it applies to our interactions with our customers and visitors, including, but not limited to:

- Use of our websites, including mobile websites, applications
- Visits to our stores/locations or attendance at one of our events
- Phone and email communications
- Social media interactions on our websites and other third-party websites like Facebook, YouTube, Pinterest, Google+, Instagram and Twitter
- Viewing our online advertisements or emails
- Through our authorized service providers

Please read this Policy carefully before using the Website or submitting information to us. By accessing or visiting the Website, you indicate your understanding that the collection, use, and sharing of your information is subject to the terms of this Policy. Except as otherwise noted, any capitalized terms not defined in the Policy have the meaning set forth in the Terms of Use. If you do not consent to the collection, use, and sharing of your information as described in this Policy, please do not provide us with such information. The nature of our business requires that we gather and maintain information that is of a personal nature that you may wish to keep protected. This Policy does not apply to third-party websites accessible through our Website or other applications.

Personal Information We Collect

As described below, Organization may collect or has collected in the preceding 12 months the following categories of personal information (“PI” or “personal information”). We may add to the categories of personal information we collect about you. In that case, we will inform you.

- **Identifiers.** Examples include real name, alias, postal address, unique personal identifier, online identifier, Internet Protocol address, email address, account name, social security number, driver’s license number, or other similar identifiers.
- **Other elements.** Examples include name, signature, characteristics or description, address, telephone number, education, employment, employment history, bank account number, credit card number.
- **Commercial information.** This includes services purchased, obtained, or considered, or other purchasing or consuming histories or tendencies.
- **Education information.** This includes information that is not publicly available personally identifiable information as defined in the Family Educational Rights and Privacy Act (20 U.S.C. section 1232g, Sec. 1232g; 34 C.F.R. Part 99).

- **Internet or other electronic network activity.** Examples include browsing history, search history, a consumer's interaction with an internet website, application, or advertisement.
- **Geolocation data.** This might include location information while using one of our apps.
- **Audio, electronic, visual, or similar information.** Examples of this category including identifiable information obtained about you while speaking with our staff on the telephone.
- **Professional or employment-related information.**

Purposes For Which We Collect Your Personal Information

Set forth below are the business or commercial purposes for which we have collected your PI. We may, in the future, use your PI for additional or different purposes. Before doing so, we will inform you and obtain your consent when required by law.

- To provide you with information, products or services that you request from us.
- To fulfill or meet the reason for which the information is provided. For example, if you purchase a product from us, we will collect your address for shipping purposes or to fulfill our tax collection and reporting obligations.
- To contact you and/or provide you with email alerts, event registrations and other notices concerning our products or services, or events or news, that may be of interest to you.
- To engage in marketing activities, including to help design products and services appropriate for our clients.
- To communicate with you via social media concerning our products and services.
- To carry out our obligations and enforce our rights including those arising from any contracts entered into between you and us, including for billing, payment, and collections.
- To review, improve, and monitor our website, applications, online services, and overall client experience, including to provide customization to meet specific needs, ensure a consistent experience, and assess trends, interests, and demands of clients.
- To provide customer service and engage in quality control activities concerning our products and services.
- For testing, research, analysis and product and service development.
- To respond to law enforcement requests and as required by applicable law, court order, governmental regulations, or other lawful processes.
- As described to you when collecting your personal information.
- To process applications for employment, as well as to evaluate and improve our recruiting efforts.
- As necessary or appropriate to protect the rights, property, security, and safety of the Organization, our employees, our consumers, our information systems, and the public.
- To evaluate or conduct a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by us is among the assets transferred.

Sources Of Personal Information

The categories of sources of PI are described below. The examples provided are for illustration purposes and are not exhaustive.

- **You.** Examples of when we collect that information include:
 - During a website visit, when you complete a web-form, or when you visit us at one of our locations, or events
 - If you upload or share a photo, submit a request, submit information, or post other digital content through one of our websites, applications or via social media interactions on third party websites like Facebook or Twitter
 - If you participate in a program, clinic or workshop
 - If you request a quote, warranty or other information
 - If you use a rebate
 - If you apply for or inquire about employment
 - In connection with your interactions with us as a registered user of our websites
 - We may use tracking tools like browser cookies, flash cookies, and web beacons

- **Your friends, family, colleagues and employment references**, such as when they provide your information through one of our refer-a-friend type features or programs. Persons who share such information in connection with those features or programs should only submit email addresses of individuals with whom they have a close personal or family relationship, who would be interested in receiving the communication, and who have authorized the sharing of their email address

- **News outlets**

- **Social media and related services**

Sharing Personal Information

Of the categories of PI noted above, during the past 12 months, we shared the following:

Categories of Personal Information Disclosed	Categories of Third Parties to Whom Disclosed
<p>Identifiers</p> <p>Other elements</p> <p>Characteristics of protected classifications under California or federal law</p> <p>Commercial information</p> <p>Education information</p> <p>Internet or other electronic network activity.</p>	<ul style="list-style-type: none"> • Third parties as directed by you. We will share your PI with those third parties to whom you direct. For example, if you decide to send one of our products as a gift, we may include your name. • Our business partners. For example, we might share your PI with one of our business partners for purposes of collaborating on providing services to you, or to invite you to an event we are organizing. These business partners should also have their own privacy statements that set out the manner in which they will collect, use, and disclose PI. Where applicable, we encourage you to review each such business partner's privacy statement before signing on with them.

<p>Geolocation data</p> <p>Audio, electronic, visual, or similar information</p> <p>Professional or employment-related information</p>	<ul style="list-style-type: none"> • Third parties who perform services on our behalf. For example, we share information with certain service providers, including marketing companies, professional service providers, debt collectors, information technology providers, and data storage companies. We might also authorize our service providers to collect PI on our behalf. • Governmental entities, legal service providers. We may share your PI in order to comply with the law and in the course of providing our products and services. We may also disclose information if a government agency or investigatory body submits a request. • Successors to all or portions of our business. If all or part of our business is sold, we may disclose PI in preparation for or as part of that transaction.
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We do not sell your PI and do not have actual knowledge that we have sold personal information of minors under age 16.

Use Of Your Personal Information On Our Website.

As is true of most websites, we gather some PI automatically and store it in log files. This information may include the Internet Protocol (IP) address, browser type, language, internet service provider (ISP), referring and exit page, operating system, and date/time stamp. In addition to the purposes above, we use this PI to understand and analyze trends, to administer the Website, to learn about user behavior on the Website, and to gather demographic information about our user base as a whole. To monitor use of the Website and improve its quality, we may compile statistical information concerning the use of the Website through analytics services, such as those provided by Google Analytics. Examples of this information may include: the number of visitors to the Website or to sections or pages within the Website, patterns of traffic flowing through the Website, length of time spent on the Website, or in sections or pages of the Website, the other sites that refer visitors to the Website, the pages of the Website that visitors frequently use as entry and exit points, utilization of the browser and operating systems and versions used by visitors to the Website. We also may use this PI in our marketing and advertising services.

We may use various kinds of software devices to collect PI about use of our Website. Small files called "cookies" may be attached to your Web browser. These files identify your browser and save information such as passwords so that websites can recognize you. You can set your browser to disable cookies, but some portions of this Website (and possibly other sites) may not work properly if you do this. We may also use web beacons to review how visitors navigate the Website. If you would like more information about this practice, and your choices and how they relate to this practice, please contact us.

This Website may use social media plugins (e.g. Facebook and LinkedIn) to enable you to easily share information with others. When you visit our Website, the operator of the social plugin can place a cookie on your computer, enabling that operator to recognize individuals who have previously visited our Website. If you are logged into the social media website (e.g. Facebook, Twitter) while browsing our Website, the social plugins allow that social media website to share data about your activities on our Website with other users of their social media website. For example, Facebook Social Plugins allow Facebook to show your likes and comments on our pages to your Facebook friends. Facebook Social Plugins also allow you to see your friends' Facebook activity on our website. We do not control any of the content from the social media plugins. For more information about social plugins from other media websites you should refer to those sites' privacy and data/information sharing statements/policies.

IMPORTANT: By using the Website, you consent to the processing of any PI provided or collected for the analytics purposes and functions described above.

Do Not Track.

“Do Not Track” is a privacy preference that you can set in your Internet search browser that sends a signal to a website that you do not want the website operator to track certain browsing information about you. However, because our Website is not configured to detect Do Not Track signals from a user's computer, we are unable to respond to Do Not Track requests.

Our Sites and Children

We do not knowingly collect or solicit PI from children under 13 years of age. We are concerned about the safety of children when they use the Internet and will never knowingly request PI from anyone under the age of 13. If the parent or guardian of a child under 13 believes that the child has provided us with any PI, the parent or guardian of that child should contact us and ask to have this PI deleted from our files. If we otherwise obtain knowledge that we have PI about a child under 13 in our files, we will delete that information from our existing files so that it is not in retrievable form.

Security

While we use reasonable measures to protect our websites and your information, the Internet is never 100% secure. The measures we use are appropriate for the type of information we collect. We cannot guarantee use of our websites or mobile applications are 100% secure. We encourage you to use caution when using the Internet.

Applicable law

This Policy is governed by the laws of the State of **New York**, without regard to its conflict of laws principles. Jurisdiction for any claims arising under or out of this Privacy Policy shall lie exclusively with the state and federal courts within **New York**. If any provision of this Policy is found to be invalid by a court having competent jurisdiction, the invalidity of such provision shall not affect the validity of the remaining provisions of this Policy, which shall remain in full force and effect.

Notice to Website Users Located Outside the U.S.

The Organization operates in accordance with the laws of the U.S. When you access our Website from outside the U.S., we may transfer the PI that we collect from you to a location outside of your jurisdiction, including the U.S. The data protection laws in these jurisdictions may not provide you with the same protections as those of your jurisdiction. By using this Website you acknowledge that these laws may

provide a different standard of protection and you consent to the transfer of your personal data to other jurisdictions, including the U.S.

Contact Us

If you have additional questions you may reach us by email at **info@powerhousearts.org**.

Changes to this Privacy Policy

Effective Date: **September 29, 2020**

From time to time we may change our privacy policies. We will notify you of any material changes to our Privacy Policy by posting an updated copy on our website. Please check our Website periodically for updates.