

THE AMERICAN THEATRE GUILD PRIVACY POLICY

This Privacy Policy describes what information The American Theatre Guild collects about you, how we collect it, how we use it, with whom we may share it, and what choices you have regarding it. This Privacy Policy applies to your use of our website, <https://americantheatreguild.com/>, and any other means by which we may collect information about you.

If you do not agree with the practices we have described in our Privacy Policy, please do not share your personal information with us. By sharing your personal information with us through email, postal mail, or by phone or accessing or using our website, you agree to our use of your information as described in this Privacy Policy.

This Privacy Policy does not apply to any websites operated by third parties. We are not responsible for, and this Privacy Policy does not apply to, the privacy practices of other companies or other websites. We encourage you to seek out and read the privacy policy of each website that you visit.

Personal Information that We Collect and Use

We may collect the following information about you:

- **Contact Information** (such as name, email address, mailing address, and phone number)
 - We use this information to create your account, respond to your customer service requests or otherwise communicate with you, and to send you periodic promotional or other emails.
- **Payment and Order Processing Information**
 - This information is used to process your order, complete your transaction, detect and prevent fraud, and provide data for advertising and marketing.
- **Questions and Comments**
 - When you contact us directly (by email, phone, mail or by completing an online form), we may record your comments and opinions. We use this information to respond to your questions or comments, to evaluate and improve our services and for our marketing and advertising activities.
 - When you contact us directly to submit a concern, complaint, or question, we may record your comments and collect the personal information contained in your communications (such as contact information). We use this information to respond to your questions or concerns, and to evaluate and improve our service.

The email address you provide for order processing may be used to send you information and updates pertaining to your order and to send you occasional company news, updates, related product or service information, etc.

Note: If at any time you would like to unsubscribe from receiving future emails, we include detailed unsubscribe instructions at the bottom of each email.

Data that May be Collected Automatically

When you use our site, we and our third-party service providers automatically collect information about how you access and use the site and information about the device you use to access the site. Our site typically collects this information through a variety of tools including cookies, web beacons, pixels, embedded scripts, social media widgets, other tools or technology to enable data recording and indexing. We and our third-party

service providers may obtain information about the computer, tablet, smartphone, or other device you use, such as your IP address, browser type, Internet service provider, platform type, device type, or operating system. We do not connect this information to you directly. Instead, we use this information to learn more about our patrons and their use of our site.

We may collect analytics data, or use third party analytics tools, to help us measure traffic and usage trends for the services and to understand more about the demographics and behaviors of our patrons.

We use Google Analytics to process personal information about your use of our site. Google sets cookies on your browser or device, and then your web browser will automatically send information to Google. Google uses this information to provide us with reports that we use to better understand and measure how our patrons interact with our site. To learn more about how Google uses data, visit [Google's Privacy Policy](#) and Google's page on "[How Google Uses Data When You Use Our Partners' Site or Apps.](#)"

When you interact with us through various social media networks, such as when you "Like" us on Facebook or when you follow us or share our content on Facebook, Twitter, Snapchat, LinkedIn, Instagram, or other social networks, we may receive some information about you that you permit the social network to share with third parties. We use this information to complete your profile, to better understand the demographics of our patrons and to provide data for our advertising and marketing activities. The data we receive is dependent upon your privacy settings with the social network. You should always review and, if necessary, adjust your privacy settings on third party websites and social media networks and services before linking or connecting them to our site.

Anything you post on social media is public information and is not treated confidentially. We may post or re-post on the site and our social media pages any comments or content that you post on our social media pages.

How We Collect Your Information

We collect personal information from you when you visit our site, send us an email or text, purchase tickets, or speak with us by phone. We may receive information about you from our third-party service providers who help us to provide services to you, including third-party sites and social media providers. Information collected automatically may include usage details, email address, IP addresses, and information collected through cookies and other tracking technologies.

Cookies are small files that a site or its service provider transfers to your computer's hard drive through your web browser which enables the site's or service provider's systems to recognize your browser and capture and remember certain information. We contract with third-party service providers to assist us in measuring the performance of our marketing campaigns and to better understand the interests of visitors to our site. We use cookies to keep track of advertisements and compile aggregate data about site traffic and site interaction so that we can offer better site experiences and tools in the future. These service providers are not permitted to use the information collected on our behalf except to help us conduct and improve our business.

How We Use Your Information

We use information that we and our third-party service providers collect from you, and information that we collect automatically, to provide services to you and to operate our business. For instance, we use this information to (1) fulfill your requests and provide our services to you (2) market our services and improve our marketing and advertising campaigns, (3) communicate with you (via emails, texts, phone calls, or postal mail),

and (4) protect the security and integrity of our business, and otherwise comply with legal requirements and obligations, or as otherwise permitted by law.

Disclosure of Information to Third Parties

We may share your personal information with third parties who provide services to you or to us, for joint promotional activities, with social media companies, or to carry out our business or comply with a legal obligation.

We do not sell, trade, or otherwise transfer your personal information to third parties, except for trusted third parties who assist us in operating our website, conducting our business, or servicing you, so long as those parties agree to keep this information confidential. We may also disclose information when necessary to comply with laws, regulations, court orders, or other legal obligations or to assist in an investigation, to protect and defend our rights and property, or the rights or safety of third parties, to enforce this Privacy Policy, or agreements with third parties, or to detect and prevent fraud or for crime-prevention purposes. However, non-personally identifiable patron information may be provided to third parties for marketing, advertising, or other uses.

We provide personal information to printing companies and to ticketing systems, including the ticketing systems of venues where productions are performed, to enable us to provide ticket information and to process tickets. We also provide personal information to a sponsor for a grant that provides funding for our Staging the Future program, but this information is only used to verify the use of the grant funding and is not used for marketing purposes.

This Privacy Policy does not apply to any websites operated by third parties. We are not responsible for, and this Privacy Policy does not apply to, the privacy practices of other companies or other websites. We encourage you to seek out and read the privacy policy of each website that you visit.

Your Rights under the California Online Privacy Protection Act

Because we value your privacy, we have taken precautions to comply with the California Online Privacy Protection Act. We therefore will not distribute your personal information to outside parties without your consent. The American Theatre Guild allows third-party companies to serve ads or collect certain anonymous information when you visit our website. These companies may use non-personally identifiable information (for example, click stream information, browser type, time and date, subject of advertisements clicked or scrolled over) during your visits to our site and other websites in order to provide advertisements about goods and services likely to be of greater interest to you. These companies typically use a cookie or third-party web beacon to collect this information. To learn more about this behavioral advertising practice or to opt-out of this type of advertising, you can visit <https://optout.networkadvertising.org>.

Do Not Track

Do Not Track is a privacy preference that users can set in their web browsers. When a user turns on the Do Not Track signal, the browser sends a message to websites requesting them not to track the user. Currently, we do not respond to Do Not Track browser settings or signals. For information about Do Not Track, please visit: www.allaboutdnt.org.

Changes to our Privacy Policy

If we decide to change our Privacy Policy, we will post those changes on this page and update the Privacy Policy modification date below. This policy was last modified on 5/10/2023.

Contacting Us

If there are any questions regarding this Privacy Policy, you may contact us at:

<https://americantheatreguild.com/contact/>.

You can download a copy of this Privacy Policy by clicking the "Downloadable PDF" button at the bottom of this page.