

BARYSHNIKOV ARTS CENTER

PRIVACY POLICY

Baryshnikov Arts Center, Inc. (BAC) is committed to the protection of your privacy. This Privacy Policy describes how we collect, store, use, and protect personally identifiable information that we acquire through our website. Please read the complete Policy carefully. By using the BAC website, you will be deemed to have accepted and agreed to this Policy.

Collecting Your Information

There are two basic ways in which BAC collects personally identifiable information about you. One way is when you voluntarily provide the information to us, such as when you purchase tickets, make a donation, or sign up for our mailing lists. The other way is via automatic data collection technologies such as “cookies” and other similar technologies, which automatically collect certain information when you visit our website.

We will normally collect personal information from you only where we need the personal information in order to fulfill a request received from you, where we have your consent to do so, or where the processing is in our legitimate interests and not overridden by your interests or rights. In some cases, we may also have a legal obligation to collect personal information from you or may otherwise need the personal information in order to protect the vital interests of you or another person.

Information you voluntarily provide

If you purchase tickets from BAC or make an online donation to BAC, you will typically be asked to provide your first and last name, email address, phone number, billing address, and credit-card information (name on card, number, expiration date, and card security-code). BAC uses a third-party vendor to collect the credit-card information you enter online, so BAC itself never has access to your credit-card information. If you make an online donation, you will also be asked the name(s), if any, that you would like to be listed for recognition as donor(s).

If you sign up for BAC’s email list or postal mail list, you will be asked to provide your first and last name, phone number, and email or postal address.

Information collected via automatic data-collection technologies

Like most websites, BAC uses “cookies” and other similar technologies to enhance your user-experience and improve our website. A “cookie” is a small file that our website may place on your device as a tool to enable our systems to (among other things) remember your preferences, recognize your browser, track transactions, and allow you to navigate our website without having to re-enter information. We may also automatically receive and store certain other types of information, such as your IP address, the type of web browser you use, how you reach the BAC website, and the pages you link to from our website.

If you wish to restrict the placement of cookies on your device, you are free to do so, but that may affect the functionality of the website and limit your ability to use it. The method for disabling cookies varies by device and browser but can usually be found in your device or browser preferences or security settings. Since there is currently no accepted standard on how to respond to “do not track” browser-based signals, we do not respond to such signals.

BAC uses Google Analytics, a service which provides statistics and basic analytical tools to help us understand website traffic and webpage usage. Google Analytics does not identify individual users or associate your IP address with any other data held by Google. To see how Google Analytics collects and processes data, click on this link: <https://policies.google.com/technologies/partner-sites>. By using BAC's website, you consent to Google's processing of your data for the purposes stated above and in the manner described at <https://policies.google.com/privacy>. You can opt out of Google Analytics if you disable or refuse the cookie, disable JavaScript, or use the opt-out service provided by Google at <https://tools.google.com/dlpage/gaoptout>.

Storing Your Information

Personal information (other than credit-card information) that you voluntarily enter on our website when you purchase tickets, make a donation, or sign up for our mailing lists, is stored on our secure, stand-alone database server hosted onsite at BAC.

To process online ticket purchases and donations, BAC uses a third-party vendor which employs industry-standard, PCI-compliant end-to-end data encryption to store your personal information (including your credit-card information). Your credit-card information is stored by our third-party vendor only until your ticket purchase or online donation-transaction has been completed, at which point your credit-card information is permanently deleted from the third-party vendor's server. The rest of your information continues to be stored on its server, but it is our third-party vendor's policy and practice not to sell or share the information with others.

You always have the right to have your personal information updated, modified, or even deleted, and if at any time you so request, BAC will comply, and will cause our third-party vendor to comply, with your request. To make such a request, please see "Contacting Us" below.

Using Your Information

If you purchase tickets from BAC or make an online donation to BAC, our third-party vendor will typically use your name, email address, phone number, and billing address for the purpose of credit-card verification. BAC may also use some of that information to communicate with you about your ticket purchase or online donation.

If you request to be included on BAC's email list or postal mail list, BAC will use your relevant contact information to fulfill your request. If you make a donation to BAC, we will include you in both our email and our postal mailing lists unless you request us not to.

Information that we acquire through the use of cookies or similar technologies is used for the purposes described above in "Information collected via automatic data-collection technologies."

Sharing Your Information

Except as specifically stated in this Policy, BAC does not share your personal information with any third parties.

Sharing with our third-party vendors

BAC engages third-party vendors to perform certain functions on our behalf such as processing credit-card payments, managing our website, and analyzing data collected on our website. In the course of performing these functions, it is sometimes necessary for such third-party vendors to have access to your personal information. BAC makes reasonable efforts to ensure that the third-party vendors use such information only to perform their services for us and do not use or disclose it except to the extent necessary to fulfill their obligations to BAC.

Sharing with other third parties

BAC sometimes sells tickets to performances presented on BAC's premises by other organizations. If you purchase tickets for one of these performances, your name, billing address, and email address may be shared with the presenting organization.

BAC sometimes presents performances at venues other than BAC. In order to purchase tickets for one of these performances, you may be redirected to a third-party website where you may be required to provide personal information. In that event, the third party's use of your information will be subject to its privacy policy rather than to BAC's. See "Third-Party Websites" below.

If you have purchased tickets from BAC, we may occasionally share your name and postal address with third parties (generally local cultural organizations) for one-time use only to promote a specific performance by us or the partnering cultural institution. See "Contacting Us" below if you wish to instruct BAC not to share such information. In no event are the third parties authorized to share such information with any other person or entity.

Sharing to comply with law enforcement and legal process

BAC may use or disclose your personal information if we are required to do so by law or if we have a good-faith belief that such action is reasonably necessary in order to comply with the law or with legal process, to protect and defend our rights or property, to protect against the misuse or unauthorized use of BAC's website, or to protect the personal safety of our affiliates or agents, the users of our website, or the public.

Sharing of aggregated data

BAC may from time to time develop analyses using aggregated, de-identified data and share these analyses with third-party vendors for the purpose of understanding how our users collectively use our website as well as for other purposes. Such third parties will not be able to relate this data to you personally or to any other identifiable individuals.

Applicable Law

BAC's website may be accessible on the internet from virtually anywhere in the world, but the United States is the country where BAC is located, where it conducts its operations (including the maintenance and management of its website), and where it offers its services. Privacy laws in the United States may differ from privacy laws applicable in other countries and may not provide the same level of protection for personal information as your home country. In the event we transfer your personal information out of the European Economic Area, we will take appropriate steps to safeguard your information so as to ensure an adequate level of data protection. By using this website, you will be deemed to have accepted and agreed to such transfer.

If you are located in the European Economic Area, you may have certain legal rights with respect to the personal data we have acquired from you. Specifically, you may have the right to (1) access your personal data, (2) request rectification of your data if it is inaccurate or incomplete, (3) request that your data be erased, (4) request that the processing of your data be stopped, (5) be notified of the uses of your data and of any rectification or erasure of your data, (6) request that your data be sent electronically to a third party, (7) object if your request to stop processing your data is rejected, and (8) refuse to be subject to a decision based solely on automated processing, including profiling, which significantly or legally affects you. If you wish to exercise any of these rights, please see "Contacting Us" below.

If you are located in the European Economic Area, the legal basis for our collection and use of your personal information will depend on the information collected and the specific context, but we will process your information only if you have given your consent to the processing or the processing is necessary for (1) the performance of a contract to which you are a party, (2) our compliance with a legal obligation to which we are subject, (3) the protection of the vital interests of you or another person, (4) the performance of a task carried out in the public interest, or (5) the purposes of the legitimate interests of BAC or a third party, except where such interests are overridden by your interests or fundamental rights and freedoms which require protection of personal data.

Third-Party Websites

The BAC website and our email communications may sometimes contain links to websites operated by third parties, including third-party vendors of BAC. If you navigate to a third-party website from the BAC website, or if you choose to interact with us through social media such as Facebook, Twitter, Instagram, or other social media platforms, please remember that once you become active on a third-party website, any personal information you provide becomes subject to the privacy policy of such third party, as well as to the other terms and conditions of such website, and BAC's Privacy Policy will not apply to your activity on such site. The privacy policies of third parties may be different from BAC's, and we have no control over and cannot be responsible for a third party's policies, for the content available on its website, or for its collection, use, or disclosure of your personal information.

Security

BAC takes significant measures to safeguard your personal information and protect it against improper or unauthorized disclosure. However, it is obviously impossible to guarantee absolutely that information transmitted over the internet and/or stored electronically will never be disclosed in a manner inconsistent with this Policy, and we cannot give unconditional assurances regarding the sufficiency of our security measures.

Children

Although it is possible for visitors of any age to access the BAC website, the website is not intended for use by children, and we do not knowingly collect or request personal information from anyone under the age of sixteen. If you become aware that a child has provided us with personal information without parental consent, please notify us immediately. See “Contacting Us” below.

California Residents’ Privacy Rights

California law gives residents the right to request, from any business with whom they have an established business relationship, certain information regarding the business’s disclosure of personal information to third parties for the third parties’ direct marketing purposes. If you are a California resident and would like to make such a request, please send us an email. See “Contacting Us” below.

Contacting Us

If you have any questions or comments about this Privacy Policy or BAC’s privacy practices, or if at any time you wish to make changes to your personal information or to the way we use it, or if you wish to exercise any rights you may have under the laws of the European Economic Area law, please notify us by email sent to info@bacnyc.org, or by postal mail sent to Baryshnikov Arts Center, Inc., Attention: Database Administrator, 450 West 37th Street, Suite 501, New York, NY 10018.

If at any time you wish to be removed from our mailing lists, please notify us by the above method or, in the case of email lists, by simply clicking the “Unsubscribe” link you will find at the bottom of each email you receive.

Updates to BAC’s Privacy Policy

BAC may update this Privacy Policy from time to time, in which case its revised Policy will be posted to this page with a notice indicating the date of revision. By continuing to use the BAC website, you will be deemed to have accepted and agreed to any revised Policy then in effect, so please visit this page periodically to find the most current Policy.