



Privacy Policy

LAST UPDATED: July 9, 2018

The Paley Center for Media values its customers and respects your privacy, and wants you to be familiar with how we collect, use and disclose information. This Privacy Policy describes our practices in connection with information that we collect online or offline in connection with the Paley International Council and the International Council Summit Event to be held annually (the “Event”), through our website currently located at www.paleycenter.org, media.paleycenter.org and our mobile software application currently entitled “Paley IC App” (collectively, the “Site”).

Updates to This Privacy Policy

We may change this Privacy Policy at any time. Please refer to the “*Last Updated*” legend at the top of this page to determine when this Privacy Policy was last revised. Any changes to this Privacy Policy will become effective on the “*Last Updated*” date indicated above. Using the Site or providing any information to us after such changes will constitute an acknowledgement of the revised Privacy Policy.

Personal Information

We collect two types of information through the Site: Personal Information and Other Information. “Personal Information” is information that identifies you as a specific individual or relates to an identifiable individual. “Other Information” is discussed separately below, under the “*Other Information*” heading.

Personal Information We Collect

We and our service providers may collect the following Personal Information:

- Name
- Title
- Company
- Postal address (including billing and shipping addresses)
- Telephone number
- Email address
- Credit and debit card number

If you submit any Personal Information relating to anyone other than yourself, you represent that you have obtained from that person any consents necessary for the use and disclosure of that person’s Personal Information as described in this Privacy Policy.

We need to collect Personal Information in order to facilitate your attendance at the Event.

How We Use Personal Information

We and our service providers use Personal Information for legitimate business purposes, including:



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- **Fulfilling your requests and enabling you to participate in the Event.**

- To respond to your inquiries and fulfill your requests, including to contact you if necessary.
- To process and fulfill your enrollment, for example by confirming your order or donation and your billing and shipping information, processing your payments, delivering your products and communicating with you regarding your enrollment.
- To send important information to you regarding the Site and Event, changes to our terms, conditions and policies, and other administrative information.

We will engage in these activities to manage our contractual relationship with you and/or to comply with a legal obligation.

- **Providing you with our newsletter and/or other marketing materials.**

- To send information to you by email, postal mail, telephone and other means about our products and services or donation opportunities, and those of our subsidiaries and other affiliated entities (“Affiliates”), and those of other third parties.

We will engage in this activity with your consent or where we have a legitimate interest.

- **Analysis of Personal Information for providing personalized services.**

- To help us improve our users’ experience, including by learning more about your preferences to help personalize your experience with us.

We will provide personalized services either with your consent or because we have a legitimate interest.

- **Aggregating and/or anonymizing Personal Information.**

- We may aggregate and/or anonymize Personal Information so that it will no longer be considered Personal Information. We do so to generate other data for our use, which we may use and disclose for any purpose.

- **Accomplishing our business purposes.**

- For data analysis, for example, to improve the efficiency of our services;
- For audits, to verify that our internal processes function as intended and are compliant with legal, regulatory, or contractual requirements;
- For fraud and security monitoring purposes, for example to detect and prevent cyberattacks or attempts to commit identity theft;
- For developing new products and services;
- For enhancing, improving or modifying the Site or our other services;
- For identifying usage trends, for example, understanding which parts of our Site are of most interest to users;
- For determining the effectiveness of our promotional campaigns; and
- For operating and expanding our business activities.

How Personal Information Is Disclosed

We and our service providers may disclose Personal Information as follows:

- To our third-party service providers that provide services such as hosting, data storage, data analysis, payment processing, order fulfillment, IT services and infrastructure, customer service, email delivery, credit card processing, auditing and other similar services, to enable them to provide services.



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- To our Affiliates and to other third parties for marketing, solicitation and other purposes, consistent with your choices.

Other Uses and Disclosures

We also use and disclose your Personal Information as necessary or appropriate, especially when we have a legal obligation or legitimate interest to do so:

- **To comply with applicable law and regulations.**
 - This may include laws and regulations outside your country of residence.
- **To cooperate with public and government authorities.**
 - To respond to a request or to provide information we believe is important.
 - These can include authorities outside your country of residence.
- **To cooperate with law enforcement.**
 - For example, when we respond to law enforcement requests and orders or provide information we believe is important.
- **For other legal reasons.**
 - To enforce our terms and conditions; and
 - To protect our rights, privacy, safety or property and/or that of our Affiliates, you or others.

Other Information

“Other Information” is any information that does not identify you as a specific individual. If we are required to treat Other Information as Personal Information under applicable law, then we may use and disclose it for the purposes for which we use and disclose Personal Information, as detailed in this Privacy Policy.

Other Information We Collect

We and our service providers may collect Other Information such as:

- Demographic and profile information and other non-personally-identifiable information provided by you
- Aggregated information
- Physical location

How We Collect Other Information

We and our service providers may collect Other Information in a variety of ways, including:

- Through your browser or device: Certain information is collected through most devices, such as your Media Access Control (MAC) address, device manufacturer and model, device identifier, screen resolution, and the type and version of your operating system and browser. In addition, an Internet Protocol (IP) address (*i.e.*, a number that is automatically assigned to a device by an Internet Service Provider) is logged automatically in our server log files whenever a user visits the Site, along with the time of the visit and the page(s) that were visited. We and our service providers use IP addresses for purposes such as calculating usage levels, helping diagnose server problems and administering the Site.
- Using cookies: Cookies allow a web server to store data on a user’s device for recordkeeping and other purposes. We and our service providers use cookies and other technologies to, among other things, enhance and personalize



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your online experience and facilitate your ongoing use of the Site, as well as for online tracking purposes. If you do not want information collected through the use of cookies, there is a simple procedure in most browsers that allows you to decline the use of cookies. To learn more about cookies, please visit <http://www.allaboutcookies.org/>. If you choose to decline cookies, then some or all features of the Site may not be available to you.

- **Analytics:** Third-party services, such as Google Analytics, may be used in connection with the Site. Such services use cookies and similar technologies to analyze how visitors use the Site, to compile statistical reports on activity related to the Site, and to provide other services related to the Site. Such services may also collect information about visitors' use of other websites or other online resources. For more information about Google Analytics, including how to opt out, please go to: <https://tools.google.com/dlpage/gaoptout>.
- **Flash Local Stored Objects:** We and our service providers may use a third-party technology, called Flash, in connection with the Site, including our online content. Flash provides a facility, called Local Stored Objects ("LSO"), that allows a website operator or online content provider (or their service providers) to store certain information locally on an individual's device; for example, Flash LSOs can be used to store information regarding an individual's device. If you do not want Flash LSOs stored on your device, you can adjust the settings of your Flash player to block Flash LSO storage using the Website Storage Settings Panel. You can also control Flash LSOs by going to the Global Storage Settings Panel and following the instructions (which may include instructions that explain, for example, how to delete existing Flash LSOs (referred to as "information" on the Macromedia site), how to prevent Flash LSOs from being placed on your device without you being asked, and (for Flash Player 8 and later) how to block Flash LSOs that are not being delivered by the operator of the page you are on at the time). Please note that setting the Flash Player to restrict or limit acceptance of Flash LSOs may reduce or impede the functionality of some Flash applications, including, potentially, Flash applications used in connection with the Site. We expect our service providers and technology suppliers to honor any decision by you to restrict or limit Flash LSOs, but we cannot guarantee that they will do so.
- **Using pixel tags and other similar technologies:** Pixel tags (also known as web beacons and clear GIFs) are small images that may be used by us and our service providers in connection with some pages of the Site and HTML-formatted email messages to, among other things, render such pages to you on various hardware devices and operating system versions, track the actions of Site users and email recipients, measure the success of marketing campaigns and compile statistics about usage and response rates. Pixel tags may collect information such as the pages, features and links accessed by a user, and the IP address, browser type and operating system of such user's device.
- **Physical location:** We and our service providers may collect the physical location of your device by, for example, using satellite, cell phone tower or WiFi signals. We may use your device's physical location to provide you with personalized location-based services and content, including for marketing purposes, based on the choices that have been made with respect to such uses. We may also share your device's physical location, combined with information about what advertisements you viewed and other information we collect, with our marketing partners to enable them to provide you with more personalized content and to study the effectiveness of advertising campaigns, based on the choices that have been made with respect to such disclosures. In some instances, you may be permitted to allow or deny such uses or sharing of your device's location, but if you choose to deny such uses or sharing, we, our service providers, and our third-party marketing partners may not be able to provide you with certain personalized services and content.
- **From you:** We and our service providers may collect demographic and profile information such as your city, state or ZIP code of residence, as well as other information, such as your preferred means of communication, your gender and your date of birth, when you voluntarily provide this information to us or our service providers. Unless combined with Personal Information, this information does not personally identify you or any other user of the Site.

How We Use and Disclose Other Information



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We may use and disclose Other Information for any purpose, except where we are required to do otherwise under applicable law. In some instances, we may combine Other Information with Personal Information (such as combining your ZIP code with your name). If we combine any Other Information with Personal Information, the combined information will be treated by us as Personal Information while it is so combined.

Third Parties and Third-Party Sites

If you submit any information, including Personal Information, to any third party — for example, via a third-party software application or service, including any social media service, that is included in, available through or linked from the Site — then such third party’s collection, use and disclosure of such information may be governed by its privacy policy, and will not be governed by our Privacy Policy. We recommend that you familiarize yourself with the privacy policies and practices of any such third parties.

We are not responsible for the information collection, usage, disclosure or other practices of any third parties, including our Affiliates, third-party service providers (including Mobile Roadie), any third-party social media platform (such as Facebook Inc.), any third party making available the devices or operating systems for which the site is available (such as Apple Inc. or Google Inc.) and any third party operating any site to which the Site contains a link. The inclusion of a link on the Site does not imply that we endorse the linked site.

“Do Not Track” Signals

Please note that the Site will continue to operate as described in this Privacy Policy, whether or not a “Do Not Track” signal or similar mechanism is received from your browser.

Security

We seek to use reasonable organizational, technical and administrative measures to protect Personal Information under our control. Unfortunately, no data storage or data transmission over the Internet can be 100% secure. Please also be aware that we may use third-party cloud service providers that provide hosting, data storage and other services pursuant to standard terms and conditions that may be non-negotiable; these service providers have informed us or the general public that they apply security measures they consider adequate for the protection of information within their systems, or they have a general reputation for applying such measures.

Please exercise caution in submitting Personal Information through the Site, especially if you are accessing the Site using a WiFi hotspot or public network. If you have reason to believe that your use of the Site is no longer secure (for example, if you feel that the security of any account that you might have with us has been compromised), please let us know immediately, using the mechanisms described in the “*Contacting Us*” section below.

Choices and Access

Your Choices Regarding Our Use and Disclosure of Your Personal Information

We give you choices regarding our use and disclosure of your Personal Information for marketing purposes. You may opt-out from:

- Receiving promotional messages from us: If you no longer want to receive promotional e-mails from us based upon your Personal Information collected by us through the Site, going forward, you may opt-out of receiving such



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marketing-related messages by using the “opt-out” link at the bottom of any such e-mails from us. Please note that we may still send other messages to you, such as administrative messages.

- Our sharing of your Personal Information with Affiliates and other third parties for marketing purposes: If you no longer want us to share your Personal Information collected by us through the Site, going forward, with our Affiliates and other third parties for marketing purposes, you may opt-out of such sharing by sending an e-mail to website@paleycenter.org.

We will try to comply with your request(s) as soon as reasonably practicable.

How You Can Access, Change or Delete Your Personal Information

If you would like to request to review, correct, update, suppress, restrict or delete Personal Information that you have previously provided to us, object to the processing of Personal Information, or if you would like to request to receive an electronic copy of your Personal Information for purposes of transmitting it to another company (to the extent this right to data portability is provided to you by applicable law), you may contact us at website@paleycenter.org. We will respond to your request consistent with applicable law.

In your request, please make clear what Personal Information you would like to have changed or whether you would like to have your Personal Information suppressed from our database. For your protection, we may only implement requests with respect to the Personal Information associated with the particular email address that you use to send us your request, and we may need to verify your identity before implementing your request. We will try to comply with your request as soon as reasonably practicable. Please note that we may need to retain certain information for recordkeeping purposes and/or to complete any transactions that you began prior to requesting a change or deletion.

Use of Site by Minors

Neither the Site or the Event is directed to individuals under the age of sixteen. If you are under the age of sixteen, please do not use the Site or provide any Personal Information to us.

Retention Period

We retain Personal Information for as long as needed or permitted in light of the purpose(s) for which it was obtained and consistent with applicable law.

The criteria used to determine our retention periods include:

- The length of time we have an ongoing relationship with you and provide the Site to you (for example, for as long as you have an account with us);
- Whether there is a legal obligation to which we are subject (for example, certain laws require us to keep records of your transactions for a certain period of time before we can delete them); and
- Whether retention is advisable in light of our legal position (such as in regard to applicable statutes of limitations, litigation or regulatory investigations).

Jurisdiction

Your Personal Information may be stored and processed in any country where we have facilities or in which we engage service providers, and you understand that your information will be transferred to countries outside of your country of residence, including the United States, which may have data protection rules that are different from those of your country. In certain



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circumstances, courts, law enforcement agencies, regulatory agencies or security authorities in those other countries may be entitled to access your Personal Information.

Contacting Us

The Paley Center for Media, located at 25 West 52nd Street, New York, NY 10019, is the organization responsible for the collection, use and disclosure of your Personal Information under this Privacy Policy.

If you have any questions about this Privacy Policy, please contact us by email at legal@paleycenter.org, or please write to the following address:

The Paley Center
25 West 52nd Street
12th Floor
New York, NY 10019
Attn: Legal and Administration Department

Please note that emails are not always secure, so please do not include credit card information or other sensitive information in any email to us.

Additional Information Regarding the EEA

You may lodge a complaint with a data protection authority for your country or region or where an alleged infringement of applicable data protection law occurs. A list of data protection authorities is available at http://ec.europa.eu/newsroom/article29/item-detail.cfm?item_id=612080.