

Privacy Policy

Last Updated: February 4, 2025

The Paley Center for Media (referred to throughout as “our,” “we,” or “us”) 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 through our websites, including the website currently located at www.paleycenter.org, as well as through email, text and other electronic messages between you and us (individually and collectively, the “Site”).

Please note that this Privacy Policy does not apply to information collected through any means other than the Site.

We encourage you to read this Privacy Policy before using the Site or providing information to us.

UPDATES TO THIS PRIVACY POLICY

We may change this Privacy Policy at any time. The “Last Updated” legend at the top of this page indicates when this Privacy Policy was last revised. Any changes to this Privacy Policy will become effective when we post the updated Privacy Policy in the Site.

PERSONAL INFORMATION

We collect two types of information through the Site: Personal Information and Other Information. “Personal Information” is information that identifies you as an 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 collect the following Personal Information:

- Name
- Postal address (including billing and shipping addresses)
- Telephone number
- Email address or any other identifier by which you may be contacted, online or offline
- Contents of communications you choose to share with us or our Affiliates directly
- Payment information

Please note that if you use Facebook/Instagram, TikTok, X or any other third-party social media account in connection with the Site (e.g., by registering for an account on the Site using any such social media account, or linking your Site account with any such social media account), then you will share information with your friends associated with your social media account, with other users, and with your social media account provider. By doing so, you authorize us to facilitate this sharing, and you understand that the use of shared information will be governed by the social media provider’s privacy policy.

We need to collect Personal Information in order to provide the Site to you. If you do not provide the information requested, we may not be able to provide the Site.

Do not provide Personal Information about anyone other than yourself unless you are authorized to do so. IF YOU SUBMIT ANY PERSONAL INFORMATION RELATING TO ANYONE OTHER THAN YOURSELF, YOU REPRESENT THAT YOU HAVE THE AUTHORITY TO DO SO AND TO PERMIT US TO USE THE INFORMATION IN ACCORDANCE WITH THIS PRIVACY POLICY.

How We Collect Personal Information

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

- *Directly from you:* When you provide it to us, such as when you sign up for our updates or otherwise engage with the interactive features on our Site.
- *From third parties:* Through certain affiliate links included on our Site and from our business partners. If you connect your social media account to your Site account, you will share certain Personal Information from your social media account with us, including your name, email address, photo, connections, and any other information that may be accessible to us when you connect your accounts.
- *From payment processors:* From payment processors in connection with any donation or purchase made on the Site. Please refer to “Payment Processors” for more information.

How We Use Personal Information

We and our service providers use Personal Information as follows:

- To respond to your inquiries and fulfill your requests, including to contact you if necessary.
- To process and fulfill your order or donation, 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 order or donation.
- To send important information to you regarding the Site, changes to our terms, conditions and policies, and other administrative information.
- To send information to you by email, postal mail, telephone, text, and other means about our products and services or donation opportunities, and those of other affiliated entities (“**Affiliates**”) and other third parties.
- To help us improve our users’ experience, including by learning more about your preferences to help personalize your experience with us, and to better provide, measure, and improve our marketing efforts and Site content.
- To allow you to send messages to other users of the Site, or to friends through the Site.

vii. To allow you to participate in sweepstakes, contests and similar promotions, and to administer such activities. Some of these activities have additional rules, which could contain additional information about how we use and disclose your Personal Information, so we suggest that you read any such rules carefully.

viii. For our business purposes, such as data analysis, audits, fraud monitoring and prevention, developing new products and services, enhancing, improving or modifying the Site or our other services, identifying usage trends, determining the effectiveness of our promotional campaigns and operating and expanding our business activities. We also use your information to improve your experience on our Site, to provide, develop, and improve our Site's design and functionality, and to help keep our Site free of bugs or errors.

ix. 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, as it no longer identifies you or any other individual.

x. To protect the security or integrity of our business and Site, including fraud prevention and security monitoring purposes, such as to detect and prevent cyberattacks or attempts to commit identity theft.

xi. As we believe to be necessary or appropriate: (1) to comply with applicable law, to cooperate with law enforcement, or for other legal reasons; (2) to respond to requests from public and government authorities; (3) to enforce agreements that we have with you or other users, including our terms and conditions; (4) to protect our rights, privacy, safety or property, or that of you, our Affiliates or others; and (5) to allow us to pursue available remedies or to limit the damages that we may sustain.

How Personal Information Is Disclosed

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

- To our third-party service providers that provide services such as Site hosting (including through provision of tools that enable us to analyze your interactions on our Site), data storage, data analysis, payment processing, order fulfillment, IT services and infrastructure, customer service, email delivery, text messaging services, credit card processing, auditing and other similar services, to enable them to provide services.
- To our Affiliates and to other third parties to permit them to send you marketing communications.
- To third-party sponsors of sweepstakes, contests and similar promotions.
- To identify you within the Site, and to anyone to whom you send messages through the Site.
- As a result of posts or other disclosures by you, including on message boards, "check-in" functionality, chats, profile pages and blogs, and other services through which you are able to post information and materials. Please note that any information and materials that you post or disclose through such services will become public, and may be available to visitors to the Site and to the general public;

we urge you to be very careful when deciding to disclose your Personal Information, or any other information, on or through the Site.

- To one or more third parties in the event of any reorganization, merger, sale, joint venture, assignment, transfer or other disposition of all or any portion of our business, assets or stock, including in connection with any bankruptcy or similar proceeding.
- As we believe to be necessary or appropriate: (1) under applicable law; (2) to comply with legal process; (3) to respond to requests from public and government authorities; (4) to enforce agreements that we have with you or others; (5) to protect our operations or those of any of our Affiliates; (6) to protect our rights, privacy, safety or property, or that of you, our Affiliates or others; and (7) to allow us to pursue available remedies or limit the damages that we may sustain.

OTHER INFORMATION

“**Other Information**” is any information that does not reveal your specific identity or does not directly relate to an identifiable individual.

Collection of Other Information

We and our service providers 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 this information for purposes such as calculating usage levels, helping diagnose server problems, administering the Site, and helping to ensure the Site functions properly. We may also derive your approximate location from your IP address.
- *Using cookies and other tracking technologies:* Cookies are pieces of information stored directly on your computer. Cookies allow us to collect such information as browser type, time spent on the Site, pages visited (including the referral URL), language preferences, clicks, ad interactions, and traffic data. We and our service providers use the information for security purposes, to facilitate navigation, to display information more effectively, and to personalize your experience. We also gather statistical information about use of the Site in order to continually improve its design and functionality, understand how it is used, and assist us with resolving questions regarding the Site. Cookies further allow us to select which of our advertisements or offers are most likely to appeal to you and display them while you are on the Site. We may also use cookies or similar technologies to track responses to our ads and measure the success of our marketing campaigns.

If you do not want information collected through the use of cookies, most browsers allow you to automatically decline cookies or be given the choice of declining or accepting particular cookies from a particular website. You may also wish to refer to <http://www.allaboutcookies.org/manage-cookies/index.html>. If, however, you do not accept cookies, you may experience some inconvenience in your use of the Site. You also may not receive advertising or other offers from us that are relevant to your interests and needs.

- *Analytics:* Third-party services, such as Google Analytics, may be used in connection with the Site. Such services use cookies and similar technologies to collect and analyze information about how visitors use the Site, to compile statistical reports on activity and trends related to the Site, and to provide other services related to the Site. Such third-party services may also collect information about visitors' use of other websites, apps, and online services.

You can learn about Google's practices by going to www.google.com/policies/privacy/partners/ and exercise the opt-out provided by Google by downloading the Google Analytics opt-out browser add-on, available at <https://tools.google.com/dlpage/gaoptout>.

- *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.

- *By aggregating information:* We and our service providers may aggregate Personal Information collected from you and other users, for example by using Personal Information to calculate the percentage of users who have a particular telephone area code. Aggregated Personal Information does not personally identify you or any other user of the Site.

How We Use and Disclose Other Information

We may use and disclose Other Information for any purpose, except where we are required to do otherwise under applicable law. If we are required to treat Other Information as Personal Information under applicable law, we may use and disclose it for the purposes for which we use and disclose Personal Information as detailed in this Privacy Policy. 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-PARTY SERVICES

This Privacy Policy does not address, and we are not responsible for, the privacy, information, or other practices of any third parties, including any third party operating a website or service to which the Services link. The inclusion of a link on the Services does not imply our endorsement of the linked site or service.

In addition, we are not responsible for the information collection, use, disclosure, or security policies or practices of other organizations, such as Facebook, X, Instagram, YouTube, Pinterest, LinkedIn, Apple, Google, Microsoft, RIM, TikTok, or any other app developer, app provider, social media platform, operating system provider, wireless service provider, or device manufacturer, including with respect to any Personal Information you disclose to other organizations through or in connection with the Site.

Payment Processors

If you make a donation or any purchase via the Site, the transaction may be handled by third parties responsible for processing your transaction ("**Payment Processors**"). If you choose to make a payment through the Site, your payment-related data may be collected directly by the third-party Payment Processor rather than by us and will be subject to the Payment Processor's privacy policy, rather than this Privacy Policy.

"DO NOT TRACK" SIGNALS

Your browser may include the ability to send us a "Do Not Track" signal or similar mechanism. We do not respond to "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, and therefore we cannot guarantee the security of any information, including any Personal Information, transmitted through the Site.

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 marketing-related emails:* If you no longer want to receive marketing-related emails from us on a going-forward basis, you may opt out of receiving such marketing-related emails by using the “opt-out” link at the bottom of any such e-mails from us. Please note that if you opt out of receiving marketing-related emails from us, we may still send you important administrative messages, from which you cannot opt out.
- *Receiving SMS/text messages:* If you no longer want to receive SMS/text messages from us on a going-forward basis, you may opt out by texting “STOP.”
- *Receiving other communications:* If you no longer want to receive marketing communications from us sent through other channels, please follow the relevant opt-out instructions in those communications or request that we stop making such communications. We will comply with your request consistent with applicable law, but please note, you may still receive important messages from us from which you cannot opt out.
- *Our sharing of your Personal Information with Affiliates and other third parties for their direct marketing purposes:* If you prefer that we discontinue sharing your Personal Information on a going-forward basis with our Affiliates and other third parties for their direct marketing purposes, you may opt-out of such sharing by sending an e-mail to website@paleycenter.org. Please note that we will not be able to remove your Personal Information from the databases of any Affiliate or other third party with which we have already shared your Personal Information prior to implementing your opt-out request.

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

USE OF SITE BY MINORS

The Site is not directed to individuals under the age of thirteen and we do not knowingly collect Personal Data from children under the age of thirteen. If you are under the age of thirteen, please do not use the Site or provide any Personal Data to us.

JURISDICTION

The Site is controlled and operated by us from the United States, and is not intended to subject us to the laws or jurisdiction of any state, country or territory other than that of the United States.

CONTACTING US

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 for Media
25 West 52nd Street
12th Floor
New York, NY 10019
Attn: Legal 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.