

## **ANCHORAGE MUSEUM ON-LINE PRIVACY POLICY**

This privacy policy discloses the privacy practices for the Anchorage Museum's website: [www.anchoragemuseum.org](http://www.anchoragemuseum.org) and any micro-sites owned and/or operated by the museum. This privacy policy applies solely to information collected by this web site and acts to notify you of the following:

1. What personally identifiable information is collected from you through the web site, how it is used and with whom it may be shared.
2. What choices are available to you regarding the use of your data.
3. The security procedures in place to protect the misuse of your information.
4. How you can correct any inaccuracies in the information.

### **Your Privacy:**

We are committed to the protection of your privacy on this website. This site does not collect personal information such as names and email addresses unless individuals knowingly provide that information.

### **Information Collection, Use, and Sharing:**

#### **Personal identification information**

The Anchorage Museum website collects personal information for membership purchases and renewals, program and event registrations, electronic newsletters and mailings, and general inquiries. This information is used only for the intended services. For some of these services, the site may request information about background, occupation, demographics, and interests.

#### **Non-personal identification information**

The website automatically collects information about computer hardware and software. This can include IP addresses, browser types, domain names, access times, and the referring websites that visitors use to access this website. The site uses this information to maintain the quality of the service while you are on the website, as well as to collect general statistics about the site.

The Anchorage Museum is the sole owner of the information collected on this site. We only have access to/collect information that you voluntarily provide through the website, via email or through other direct contact with you.

The Museum, and contracted agents of the Museum, will use your personal information to respond to you, regarding the reason you contacted us and

may save this information to comply with federal and state policies, but we will not disclose this information to third parties or government agencies unless we are required to do so by state or federal law or we must act under exigent circumstances to protect the safety of our users or the public.

Unless you ask us not to, we may contact you via email in the future to tell you about specials, new products or services, or changes to this privacy policy.

### **Registration:**

In certain circumstances, a web user may be asked to complete an online registration form. During registration, the user is required to give certain information (such as name and email address). This information is used to contact you about the programs/services on our site in which you have expressed interest. At your option, you may also provide demographic information (such as gender or age) about yourself, but it is not required.

### **Your Access to and Control Over Information:**

You may opt out or unsubscribe from any electronic or traditional communications from us at any time. You can also request the following at any time by contacting us in writing.

- See what data we have about you, if any.
- Change/correct any data we have about you.
- Have us delete any data we have about you.
- Express any concern you have about our use of your data.

### **Information Disclosure and Orders**

This site collects personal information to operate the site and to deliver the services you request. This information helps us understand our audience thus allowing us to better meet the needs of our website users. We will not sell, trade, or rent personal information. We may compile aggregate statistics and provide them to third parties, but these statistics will not include information that identifies individual website users.

The Anchorage Museum will request information from you on our order or contribution forms. To make a purchase from us, you must provide contact information (like name and shipping address) and financial information (like credit card number, expiration date). This information is used for billing purposes and to fill your orders. If we have trouble processing an order, we'll use this information to contact you.

## **Security:**

The Anchorage Museum take precautions to protect your information. When you submit sensitive information via the website, your information is protected both online and offline.

Wherever we collect sensitive information (such as credit card data), that information is encrypted and transmitted securely utilizing best practices. You can verify this by looking for a closed lock icon at the bottom of your web browser, or looking for "https" at the beginning of the address of the web page.

While we use encryption to protect sensitive information transmitted online, we also protect your information offline. Only employees who need the information to perform a specific job (for example, Development or Visitor Services) are granted access to personally identifiable information. The computers/servers in which we store personally identifiable information are kept in a secure environment.

## **Cookies:**

We use "cookies" on this site. A cookie is a piece of data stored on a site visitor's hard drive to help us improve your access to our site and identify repeat visitors to our site. For instance, when we use a cookie to identify you, you would not have to log in a password more than once, thereby saving time while on our site. Cookies can also enable us to track and target the interests of our users to enhance the experience on our site. Usage of a cookie is in no way linked to any personally identifiable information on our site.

Some of our business partners may use cookies on our site (for example, advertisers). However, we have no access to or control over these cookies.

## **Sharing:**

We may share aggregated demographic information with our partners or funders. This is not linked to any personal information that can identify any individual person.

We may also partner with another party to provide specific services. When the user signs up for these services, we will share names, or other contact information that is necessary for the third party to provide these services.

These parties are not allowed to use personally identifiable information except for the purpose of providing these services.

**Links:**

This web site contains links to other sites. Please be aware that we are not responsible for the content or privacy practices of such other sites. We encourage Anchorage Museum users to be aware when they leave our site and to read the privacy statements of any other site that collects personally identifiable information.

**Updates:**

In response to changes in the law or other factors, our Privacy Policy may change from time to time. All updates will be posted on this page. We encourage website users to periodically visit this page to review the most current policy.

**If you feel that we are not abiding by this privacy policy, you should contact us immediately via telephone at (907)929-9200 or via email to [museum@anchagemuseum.org](mailto:museum@anchagemuseum.org).**