

The McCall Arts & Humanities Council places a high priority on protecting your privacy, and is committed to safeguarding the personal information entrusted to us by our clients. This privacy policy was created in order to demonstrate the MAHC's firm commitment to the privacy of our members and website users. This policy outlines the principles and practices we follow in protecting your personal information, and explains what types of information is collected by the MAHC's website, [www.mccallarts.org](http://www.mccallarts.org), and how this information is used. This policy applies to the McCall Arts & Humanities Council and to any person providing services on our behalf. A copy of this policy is provided to any client on request.

### **What Personally Identifiable Information is Collected**

MAHC members that register on [www.mccallarts.org](http://www.mccallarts.org), individuals that sign up to receive MAHC e-communications, and individuals that register for our classes and events voluntarily provide us with contact information (such as name and e-mail address). We may use this information for specific, limited purposes. You may always "opt out," either now or at any time in the future, if you do not wish to receive our messages.

### **Cookies**

[www.mccallarts.org](http://www.mccallarts.org) uses "cookie" messages, through the Google Analytics tool, to let us track your usage of [www.mccallarts.org](http://www.mccallarts.org), so we know which parts of our sites are most popular. They remind us who you are and your preferences for our website based on what you've done and told us before. The "cookie" is placed in your computer and is read when you come back to our website. Cookies let us take you to the information and features you're particularly interested in. You can reject cookies or cancel them by instructing your Web browser accordingly.

### **How Your Information May Be Used**

We use your personal information to provide you with personalized service; to send e-mail alerts to you; to answer your requests; to process your membership application; etc. While we never share e-mail addresses, we do from time to time send messages on behalf of partner organizations whose missions align with the MAHC and whose programs and services we deem to be of interest to you. You may choose to opt out at any time, which will cease all communications from us. We may also use your information to track visitation of our website. This lets us see which of our features are the most popular so we can better serve our users' needs. It also lets us review aggregate data about our traffic (not identifying you personally, but showing how many visitors used which features, for example).

### **Email Privacy**

The McCall Arts & Humanities Council does not provide, sell, or rent email addresses to anyone outside the organization.

### **Safeguarding Personal Information**

The McCall Arts & Humanities Council makes every reasonable effort to ensure that personal information is accurate and complete. We rely on individuals to notify us if there is a change to their personal information that may affect their relationship with our organization. If you are aware of an error in our information about you, please let us know and we will correct it on request wherever possible. We protect personal information in a manner appropriate for the sensitivity of the information. We make every reasonable effort to prevent any loss, misuse, disclosure or modification of personal information, as well as any unauthorized access to personal information.

The MAHC uses appropriate security measures when destroying personal information, including shredding paper records and permanently deleting electronic records. We retain personal information only as long as is reasonable to fulfill the purposes for which the information was collected or for legal or business purposes.

### **Modifications**

We may amend this privacy policy from time to time; please review it periodically. We maintain the option to modify this privacy at any time by electronic notice posted on our website. Your continued use of our website after the date that such notices are posted will be deemed to be your agreement to the changed terms.