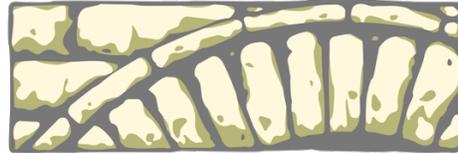


# MADISON TRUST



for Historic Preservation

## Privacy Policy

### Introduction

The Madison Trust for Historic Preservation, Inc., (Madison Trust) a private, 501(c)(3) non-profit organization operating in Madison, Wisconsin, advocates for the preservation of historic places and celebrates their continued existence. The Madison Trust provides opportunities for community members and visitors to learn about the cultural, social and economic benefits of historic preservation through events, membership and online communications. Our address is the Madison Trust for Historic Preservation, PO Box 296, Madison, WI 53701-0296.

This policy sets out how we collect, process and hold your personal data if you 1) visit our event ticket platform or 2) otherwise provide personal data to us. We are the custodian of personal data that you provide to us.

**This policy affects your legal rights and obligations so please read it carefully. If you have any questions, please contact us at [info@madisonpreservation.org](mailto:info@madisonpreservation.org) or call us at 608-441-8864.**

### Personal data we collect

We collect, process, store and use personal data when you book a ticket to an event or buy any of our products and services. Personal data may include your name, address, phone number and email address together with payment information. We may also collect personal data that you give to us about other people if you register them to attend an event. You are responsible for notifying those persons of the existence of this privacy policy.

All personal data that you provide to us must be true, complete and accurate. If you provide us with inaccurate or false data, and we suspect or identify fraud, we will record it and may contact the appropriate authorities.

You do not need to provide us with any personal data to view our event ticket platform. However, we may still collect 1) the information set forth under the “Data we automatically collect” section of this policy, and 2) communications in accordance with the “Marketing Communications” section of this policy.

When you contact us by email or mail, we may keep a record of the correspondence.

## **Data we automatically collect**

When you visit our online platforms, including ticketing platforms and our website we, or third parties on our behalf, automatically collect and store information from your interaction with the Madison Trust. This information could include (a) technical information about your device such as the type of device, web browser or operating system; (b) your preferences and settings such as time zone and language; and (c) statistical data about your browsing actions and patterns. We collect this information using cookies in accordance with the “Cookies” section of this policy and we use the information we collect on an anonymous basis to improve our event ticket platform, our events and the products and services we provide, as well as for analytical and research purposes.

## **Marketing Communications**

We need to use your personal data to send you marketing communications, which may include newsletters, blog posts, surveys and information about events.

You can choose to no longer receive all marketing communications by contacting us at [info@madisonpreservation.org](mailto:info@madisonpreservation.org) or clicking “unsubscribe” in an email communication sent by us to you. If you do unsubscribe to marketing communications, it may take up to 5 business days for your new preferences to take effect. Until you notify us that you no longer wish to receive marketing emails from us, we will retain your personal data.

## **Lawful processing of your personal data**

We will use your personal data in order to comply with our obligation to supply to you a) your tickets to an event and b) any products and services (which may include contacting you with any information relating to the event, your purchases or member-specific communications), c) to deliver the event tickets and your purchases to you and d) to address any questions, comments or complaints you have in relation to the event or your purchases.

We may also use your personal data to, a) address any customer services you require, b) enforce the terms of any other agreement between us, c) carry out regulatory and legal purposes, d) conduct audits, and e) contact you about changes to this policy.

## **Who do we share your data with?**

We may share your personal data with any service providers, sub-contractors and agents that we may appoint to perform functions on our behalf and in accordance with our instructions, including payment providers (e.g., Stripe, PayPal), event ticketing providers, email communication providers, IT service providers, accountants, auditors and lawyers.

We only share your personal data with organizations that have industry standard safeguards for your personal data.

## **Cookies**

A cookie is a small text file containing a unique identification number that is transferred (through your browser) from a website to the hard drive of your computer. The cookie identifies your browser but will not let a website know your name and/or address. These files are then used by websites to identify when users revisit that website.

Our event ticket platform uses cookies so that we can recognize you when you return. Most browsers are initially set up to accept cookies. You can change your browser settings and preferences either a) to notify you when you have received a cookie, or b) to refuse to accept cookies.

We also use Google Analytics to monitor how the event ticket platform is used. Google Analytics collects information anonymously and generates reports detailing information such as a) the number of visits to the event ticket platform, b) where visitors generally came from, c) how long they stayed on the event ticket platform, and d) which pages they visited. Google Analytics places several persistent cookies on your computer's hard drive. If you do not agree to this you can disable persistent cookies in your browser. This will prevent Google Analytics from logging your visits.

## **Security**

We will process your personal data in a manner that promotes appropriate security of the data, including protection against unauthorized or unlawful processing and against accidental loss, destruction or damage. All information you provide to us is stored on our secure servers. Any payment transactions are encrypted using SSL technology.

Where we have given (or you have chosen) a password, you are responsible for keeping this password confidential.

However, you acknowledge that no system can be completely secure. Therefore, although we take steps to secure your personal data, we cannot promise that such data will always remain completely secure.

## **Your rights**

You have the right to obtain from us a copy of the personal data that we hold for you, and to require us to correct errors in that data. You also have the right, at any time, to require that we delete your personal data. To exercise these rights, or any other rights you may have under applicable laws, please contact us at [info@madisonpreservation.org](mailto:info@madisonpreservation.org).

Our event ticket platform may contain links to other sites. Once you have used these links to leave our event ticket platform, we no longer control data you provide to those other sites. Therefore, we cannot be responsible for the protection and privacy of any information you provide while visiting such sites. Those sites are not governed by this policy. You should exercise caution and examine the privacy policy applicable to the site in question.

## **Retention**

We will retain your personal data for use within our organization for member communications until you contact us in writing.

If you receive marketing communications from us, we will retain your personal data until such time as you both opt out of receiving such communications and you contact us in writing.

If you have otherwise booked a ticket or purchased products or services with us or have contacted us with a question or comment, we will retain your personal data to respond to any further inquiries you might have.

## **General**

If any provision of this policy is held by a court of competent jurisdiction to be invalid or unenforceable, then such provision shall be construed, as nearly as possible, to reflect the intentions of the parties and all other provisions shall remain in full force and effect.

We may change the terms of this policy from time to time. You are responsible for reviewing this policy so that you are aware of any changes to it. If you continue to use our event ticket platform after the time we state the changes will take effect, you will be deemed to have accepted the changes made in the interim.

Madison Trust for Historic Preservation, Inc.  
April 18, 2023