

# SAN FRANCISCO OPERA ASSOCIATION PRIVACY POLICY

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## INTRODUCTION

Welcome to the privacy policy of San Francisco Opera Association (“SFOA” / “us” / “we” / “our”).

SFOA has created this privacy policy in order to demonstrate our firm commitment to privacy. The policy describes our information-gathering and dissemination practices for our website (sfopera.com). By visiting our website, you are accepting the terms of this privacy policy, so please read the policy carefully. Our website and services are not intended for children, and we do not knowingly collect data relating to children.

This privacy policy is provided in a layered format so you can click through to the specific areas set out above. Alternatively, you can download a pdf version of the policy here: [San Francisco Opera Association Privacy Policy](#).

We keep our privacy policy under regular review. This version was last updated on **July 28, 2022**.

## 1. THE DATA WE COLLECT ABOUT YOU

### A. Personal Data

“Personal data” means any information relating to an identified or identifiable individual.

We may collect, use, store and transfer personal data about you when you provide it to us or make it accessible to us by using this website or otherwise. The types of personal data about you that we collect may include:

- **Identity Data**, such as your first name, last name, username or similar identifier, and title.

- **Contact Data**, such as your billing address, home address, delivery address, email address, and telephone numbers.
- **Transaction Data**, such as information on the choices you have made in selecting goods or services we offer (including tickets you have purchased or products you have obtained via our online shop), or whether you expressed an interest in obtaining or providing a particular product or service.
- **Financial Data**, such as your bank account or payment card details, invoicing details, amounts of sums owed or provided, records of invoices paid and outstanding, and any other details of payments to or from you.
- **Technical Data**, which includes your internet protocol (IP) address, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform, and other technology on the devices you use to access our website.
- **Profile Data**, such your patron number if you are one of our patrons, your username and password if you have created an account with us, your interests, preferences, complaints, questions, comments, other feedback and any personal data that you provide to us in an application for volunteering with us, taking part in an audition, becoming a supernumerary, joining our national patrons club, working or interning with us (including information in your resume, cover letter, and application details such as your reasons for applying, preferences, skills and background).
- **Usage Data**, which is information about how you use our website, products and services.
- **Marketing and Communications Data**, which are the preferences you have expressed with respect to receiving marketing communications from us and your communication preferences.

It is important that the personal data we hold about you is accurate and current. Please keep us informed, by contacting us using the contact information at the end of this policy, if your personal data changes during your relationship with us.

## **B. Cookies**

We use cookies, which are small data files your web browser stores on your hard drive, to distinguish you as a user of our website from other users of the website. This helps us to provide you with a good experience when you browse our website and allows us to improve the website. We also use cookies that remember the pages you have visited and the links you have followed, and more generally to see how many visitors are on our Site and how visitors move around the Site. These cookies help us improve the way

the Site works, for example, by ensuring that users are finding what they are looking for easily.

Cookies are widely used to make the Internet experience more personal. We do not share information from cookies with any third parties. If you do not want us to use cookies, please adjust the settings on your browser so they are not allowed which may disable some features of the website.

You can block cookies by activating the setting on your browser that allows you to refuse the setting of all or some cookies. However, if you use your browser settings to block all cookies, you may not be able to access all or parts of our Site. To learn more about cookies, please visit <http://www.allaboutcookies.org>.

By using the Site, you are deemed to unambiguously agree to its use of any cookies that you do not disable.

Our website may also use “tracking tags” which are Uniform Resource Locators (URLs) that are added to a web page. These tags collect non-personal information about your use of our website.

## **2. PURPOSES FOR WHICH WE USE YOUR PERSONAL DATA**

We may use your personal data in a variety of ways, consistent with applicable law. The purposes for which we may use your personal data include:

- To communicate with you, including in response to your inquiries and to fulfill your requests;
- To provide you with information about our products and services, and the benefits of those products and services, including by email if you provide your email address to us;
- To process transactions you initiate with us, such as ticket purchases, purchases you may make through our online shop, or donations you may make to our organization;
- To process any employment / volunteer / internship / audition / supernumerary application you submit to us
- To prevent fraud, including by confirming your identity;
- To administer and protect our website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data), and to maintain and upgrade the security of data we have collected;

- To deliver relevant website content to you and measure or understand the effectiveness of the content we serve to you;
- To comply with court orders, litigation procedures and other legal processes; to assist national law enforcement / security agencies; or to respond to requests from other public, governmental, or regulatory authorities; and
- For other legally permissible business purposes, including compliance and risk management, data analysis, and product development.

### **3. DISCLOSURES OF YOUR PERSONAL DATA**

We may share your personal data with certain third parties, as described below:

- With service providers, including those who provide IT and system administration services, and professional advisers and consultants, including lawyers, bankers, auditors, accountants and insurers;
- With regulatory or governmental authorities, who require reporting of processing activities or disclosure of personal data in certain circumstances;
- In the event of a proposed or actual reorganization, merger, sale, joint venture, assignment, transfer or other disposition of all or any portion of our company or its assets, with the proposed or actual acquiring party or assignee;
- When required by applicable law or to comply with legal process, including to respond to requests from public and government authorities, with the designated or appropriate recipient;
- To enforce the terms and conditions for use of the website and this Policy; to protect and defend our rights and property; or to permit us to pursue available remedies or limit the damages that we may sustain, with appropriate recipients.

We do not sell personal data and we do not share personal data with non-affiliated parties for them to use for their own marketing purposes.

### **4. INTERNATIONAL TRANSFERS**

Our website and servers are located in the United States. If you are located outside of the United States, the information we collect about you through the website or otherwise will be transferred to the United States. The data protection laws of the United States may not be as protective as the laws in the jurisdiction where you are located.

## **5. DATA SECURITY AND RETENTION**

We will retain your personal data for as long as reasonably necessary to fulfill the purposes for which we collected it, including satisfying any legal, regulatory, tax, accounting or reporting requirements. We may retain your personal data for a longer period in the event of a complaint or if we reasonably believe there is a prospect of litigation in respect to our relationship with you.

## **6. THIRD-PARTY LINKS**

Our website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those applications may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our website, we encourage you to read the privacy policy of every website you visit.

## **7. CONTACTING US**

If you have any questions about this Policy or any of our practices as described in the policy, please contact us in writing or by phone, using the contact information below.

San Francisco Opera Association

Postal address: 301 Van Ness Avenue, San Francisco, CA 94102-4509

Email address: [webmaster@sfopera.com](mailto:webmaster@sfopera.com)

Telephone number: +1(415) 864-3330