

**ArtsInteractive, Inc.
Privacy Policy
Updated July 5, 2018**

Welcome to the website of ArtsInteractive, Inc. (“ArtsInteractive”), located at artsinteractiveinc.com (“Site”). This Privacy Policy addresses ArtsInteractive's practices regarding information collected voluntarily from users of the Site, including any user who registers with the Site to obtain certain products and services (a “Member”).

ArtsInteractive is committed to protecting the privacy of its users and Members, and we respect the rights of our users worldwide. This Privacy Policy complies with policies in the United States as well as the European Commission’s General Data Protection Regulation (“GDPR”). This Privacy Policy therefore details how we collect, store, and use any information relating to an identified or identifiable natural person who can be identified by things like a name, identification number, address, etc. (“Personal Information”).

ArtsInteractive can be contacted at writeus@artsinteractiveinc.com or by telephone at (310) 740-9398.

THE FOLLOWING IS GENERAL PRIVACY COMPLIANT INFORMATION. PLEASE ALSO SEE ARTSINTERACTIVE’S CURRENT PRIVACY POLICY, FURTHER BELOW IN THIS DOCUMENT, WHICH PROVIDES ADDITIONAL DETAILS.

General Privacy Policy Information

1. Types of Personal Information that ArtsInteractive Collects from Site Users and Members

- a. Who is collecting and receives your Personal Information:** For information on who receives Personal Information, please see our Current Privacy Policy further below in this document.
- b. Why we collect Personal Information:** ArtsInteractive may, from time to time, collect Personal Information about you that you voluntarily consent to submit to the Site in order to become a Member of the Site, to purchase products or services from the Site, or to participate in online surveys, sweepstakes, contests, to receive newsletters or other activities. Processing of Personal Information may also occur if it is necessary for the purposes of the legitimate interests pursued by ArtsInteractive, except where such interests are overridden by the interests or fundamental rights and freedoms of the user and/or Member, which require protection of Personal Information. If you do not wish to provide such information to the Site, you may be unable to register and/or to obtain products or services from the Site.

- c. Categories of Personal Information collected:** ArtsInteractive may collect or track Personal Information as listed in our Current Privacy Policy below.

2. How We Use Your Personal Information

Personal Information that we collect is voluntarily submitted by you, the user. The information may subsequently be used by ArtsInteractive for many reasons, for example, for recordkeeping, to fill orders, editorial and feedback purposes, statistical analysis of users' composite anonymous behavior, product development, content improvement, or to customize the content and layout of the Site. Aggregate data on visitors' home servers may be used for internal purposes, and individually identifying information, such as names, postal and email addresses, phone numbers, and other Personal Information which visitors voluntarily provide to ArtsInteractive may be added to our databases and used for future calls and mailings regarding Site updates, new products and services, and upcoming events, contingent on users opting in to receive such information.

ArtsInteractive also may use Site visitor data to contact Site visitors regarding registration and account status and changes to the Terms of Use, Privacy Policy, and any other policies or agreements relevant to Site visitors.

We may retain the Personal Information collected from you only for as long as necessary to fulfill our purposes, or as permitted by law. If we no longer need the Personal Information, we may delete the Personal Information.

3. Sharing Your Personal Information with Other Entities

Except as provided in ArtsInteractive's Current Privacy Policy, individually identifying Personal Information provided through the Site will not be sold, exchanged, transferred, or otherwise disclosed to third parties not affiliated with us without your consent.

4. Your Rights Regarding Your Personal Information

Applicable privacy law gives users certain rights to their Personal Information as follows:

- a. Right of access and right to rectification:** Users and Members have the right, via postal mail, email, or telephone, to request that ArtsInteractive provide you with a summary of any Personal Information retained by ArtsInteractive that has been voluntarily provided by you through online forms, registration forms, surveys, email, or another online avenue. You may modify, correct, change or update your Personal Information by

contacting ArtsInteractive via postal mail, email, or telephone at the addresses or number listed below.

- b. Right of portability:** Users and Members have the right to request their Personal Information be ported to another controller (a controller being someone who determines the purposes and means of processing Personal Information).
- c. Right to be forgotten:** Users and Members have the right to erasure of their Personal Information upon request.
- d. Extra safeguards:** Users and Members have the right to extra safeguards if sensitive information is being processed (e.g., health, race, sexual orientation, religion, and political beliefs).
- e. How to exercise one of these rights:** Contact ArtsInteractive's Data Protection Officer listed below. If you reside in the European Union, ArtsInteractive is the controller of your Personal Information for the purposes of the GDPR.

5. Your Consent: Controls and Choices

- a. Opt-in right:** You have the right to consent freely to the processing of your Personal Information through a clear affirmative act, which may include ticking a box when visiting our Site, choosing technical settings, or other statements or conduct which indicates acceptance of the processing of your Personal Information.
- b. Opt-out right:** You have the right to withdraw your consent at any time by the opt-out process.
- c. Managing your controls and choices:** You may have the following controls and choices on our Site. Please see ArtsInteractive's Current Privacy Policy further below in this document for details.
 - i. Account Changes:** If our Site allows personal account registrations, you can make changes to your Personal Information, including password changes, etc.
 - ii. Data Portability:** If you have provided to us any Personal Information, you shall be able to request to receive that Personal Information in a commonly used, machine-readable format. If technically feasible, the user and/or Member shall be able to request that their Personal Information be transmitted to another controller.

- iii. Removal of Personal Information:** If you have an account on our Site, you have the option of deleting your account and/or Personal Information.
- iv. Marketing:** If ArtsInteractive conducts marketing, you can opt-in or opt-out to marketing as described below. This will allow you to choose whether you would like to receive, promotions, products, or services that might be of interest to you.
- v. Advertising:** You can opt-in or opt-out of receiving advertising, if ArtsInteractive's Current Privacy Policy below includes sending advertising to registered users of this Site.
- vi. Subscriptions, Alerts, and Newsletters:** You can opt-in or opt-out of receiving subscriptions, alerts, or newsletters from ArtsInteractive, if ArtsInteractive's Current Privacy Policy below includes the aforementioned.
- vii. Sharing your Personal Information with Third Parties:** ArtsInteractive only shares your Personal information if ArtsInteractive's Current Privacy Policy states that it does. You can opt-in or opt-out of whether ArtsInteractive is allowed to send your Personal Information to third parties so they can send you products and services that might be of interest to you.
- viii. Cookies:** If cookies are used in such a way as to identify you either directly or indirectly, we will confirm that in ArtsInteractive's Current Privacy Policy below.

6. Links to Third-Party Websites

The Site may also contain links to third-party websites. If you access a third-party website from a link on this Site, any information you disclose on that website is not subject to this Privacy Policy. It is possible that these links may be used by third parties or others to collect personal or other information about you. ArtsInteractive is not responsible for the privacy practices of such websites, advertisers, or third parties or the content of such websites and it is your sole obligation to review and understand the privacy practices and policies of these other websites. ArtsInteractive does not control these third parties' use of cookies, collection of information, or how they manage such information.

7. Comments, Notices, and User Content

Any materials or comments posted to any of our webpages, if allowed on our Site, are public. As such, ArtsInteractive assumes no liability for the accuracy of such information, no duty to update or correct such information, and no

liability for such communications arising under the laws of copyright, libel, privacy, obscenity, or otherwise.

8. Cookies and Similar Technologies

We may contract with third party service providers to assist us in better understanding our Site visitors. These service providers are not permitted to use the information collected on our behalf except to help us conduct and improve our business. When a visitor performs a search within the Site, ArtsInteractive may record information identifying the visitor or linking the visitor to the search performed and recording information related to the search request. ArtsInteractive may place Internet "cookies" on your hard drive. Internet cookies are small amounts of data that contain a unique identifier that many websites frequently send to your web browser to be stored on your computer's hard drive in order to save data about you, such as your name, password, username, screen preferences, and the pages of a website you have viewed. When you revisit the Site, ArtsInteractive may recognize you by your Internet cookies and customize your experience accordingly. ArtsInteractive may use Google Analytics or a similar service to gather, store, and track certain information related to your visit to and activity on the Site.

9. Marketing and Advertising

ArtsInteractive may contact you with information applicable to our services and products. We may use Personal Information that we have collected from you in order to send you the most relevant information.

10. Processors

ArtsInteractive may use Processors who process Personal Information. ArtsInteractive will use its best efforts to ensure that any Processor engaged by ArtsInteractive complies with applicable laws.

11. Privacy of Children

The Site is not intended for children under the age of sixteen. The Site does not knowingly collect Personal Information online from European Union residents under the age of sixteen or United States residents under the age of thirteen. All users must be at least sixteen years of age in order to use the Site.

12. Security Measures

ArtsInteractive has implemented physical, electronic and procedural security features that are designed to prevent the unauthorized release of or access to Personal Information. Despite ArtsInteractive's efforts to protect your Personal Information, there is always a risk that an unauthorized third party may

circumvent such procedures or that transmissions of your information over the Internet may be intercepted. The confidentiality of any communication or material transmitted to or from ArtsInteractive via this Site or via email cannot be and is not guaranteed. Accordingly, ArtsInteractive is not responsible for the security of information transmitted via the Internet.

ArtsInteractive has implemented policies in case a breach does occur. Users and Members will be notified, as well as the appropriate local authorities if a breach ever does occur. In case of a personal data breach, ArtsInteractive shall without undue delay, and where feasible, not later than 72 hours after having become aware of it, notify the personal data breach to the appropriate local authorities, unless the personal data breach is unlikely to result in a risk to the rights and freedoms of natural persons. Where the notification to the appropriate local authorities is not made within 72 hours, it shall be accompanied by reasons for the delay.

13. Your California Privacy Rights

If you are a California resident, California Civil Code Section 1798.83 provides you with the right to request certain information regarding disclosure of your Personal Information to third parties for direct marketing purposes, including a description of the categories of Personal Information disclosed. In order to obtain such information, please contact us using the contact information listed in our Current Privacy Policy below.

14. Governing Law and Jurisdiction

Our Privacy Policy is governed by the law of the state of California, with exclusive jurisdiction and venue in the state and federal courts located in and near Los Angeles, California. Nothing in our Privacy Policy, including any references to the laws of the European Union and the European Commission's GDPR, shall constitute any waiver of governing law or jurisdiction or agreement to be bound by laws other than those governing in the United States.

15. Changes to Our Privacy Policy

ArtsInteractive may change this Privacy Policy at any time. It is the obligation of users returning to the Site to learn of changes to the Privacy Policy since their last visit. Any change to this Privacy Policy shall be effective as to any visitor who has visited the Site before the change was made.

16. How to Contact Us

Please see ArtsInteractive's Current Privacy Policy for contact information.

ArtsInteractive's Current Privacy Policy

1. Types of Personal Information that We Collect from Site Users and Members

a. Who is collecting and receiving your Personal Information:

ArtsInteractive collects and receives your Personal Information. We work with other vendors—such as credit card processors, customer relationship management platforms, social media sites, website analytics services, and online advertising services—for purposes such as to deliver our products, track communications with you, interact with you on the web, improve our products, and reach you with relevant advertisements about ArtsInteractive. Your Personal Information will not be disclosed to any third party except our trusted business partners who help us improve, develop, understand, analyze, and promote our own products, services, and advertisements. ArtsInteractive does not sell, lend, lease, or trade any user data to third parties for any other purposes.

b. Why we collect Personal Information:

We collect your Personal Information in order to deliver our products and services. For example, we gather information about a Member's operating system in order to launch the correct software update. We may also use your Personal Information to reach you with relevant advertisements about our products, if you give such permission. For example, we may collect your birthdate to send you a special greeting and offer if you have checked a box indicating you would like to receive our newsletter. We also use your Personal Information to improve our products and services. For example, we might use information you have provided about your profession, in aggregate with other users, to determine the effectiveness of a new feature designed for educators.

c. Categories of Personal Information collected: The categories of Personal Information collected for the above purposes, with the consent of Site users and Members, include:

- i. Name
- ii. Email address
- iii. Billing address
- iv. Phone number
- v. Credit card information
- vi. ArtsInteractive account username and password
- vii. Profession
- viii. Employer
- ix. Gender
- x. Age
- xi. Birthdate
- xii. Purchase history
- xiii. Correspondence record

xiv. Technical information (such as device type or operating system)

d. Use of cookies: A cookie is a small data text file, which a Web site stores on your computer's hard drive (if your Web browser permits) that can later be retrieved to identify you to ArtsInteractive and its business partners. ArtsInteractive's cookies store randomly assigned user identification numbers, the country where you are located, and your first name to welcome you back to the Site. The cookies make your use of the Site easier, make the site run more smoothly, and help ArtsInteractive to maintain a secure Site. For example, if you log into your account and navigate to a page to edit your billing address, the Site will use cookies to recognize you and find your existing billing address.

ArtsInteractive also uses cookies to customize content and advertising, provide social media features, and analyze traffic to the Site. Some of ArtsInteractive's trusted partners, including, but not limited to, Google Analytics, Google AdWords, Facebook, and Jetpack use cookies to provide ArtsInteractive with aggregate, Non-Personally Identifiable Information in order to assess the performance of our advertisements, content, and products and tailor them to improve users' experiences. This information may include your physical location, time of access, device type (desktop, mobile, tablet, etc.), interests (such as classical music), age, gender, and other information. ArtsInteractive's partners gather such relevant information from your activity on the Site and elsewhere, associate it with you via cookies, and present it in aggregate reports that do not identify individual users.

If you would like to use the Site without cookies, you may do so by disabling cookies in your web browser, but some parts of the Site may not work properly in that case.

2. How We Collect and Retain Your Personal Information

a. How we collect your Personal Information: ArtsInteractive collects your Personal Information when you make a purchase, sign up for our e-newsletter, create an account on our Site, or otherwise submit a form on our Site or in person.

b. Retention of your Personal Information: ArtsInteractive retains Personal information for the purposes of providing you with continued access to our services (e.g. renewing your subscription), reaching you with relevant advertisements and offers (e.g. a thank-you discount for long-term customers), and analyzing the effectiveness of our products, services, and marketing over time. If we find that Personal Information collected is no longer necessary for these purposes, we will delete the Personal Information.

3. Your Consent: Controls and Choices

- a. Account Management:** Visit your account page [here](#) to update your Personal Information and subscriptions to ArtsInteractive software.
- b. Marketing:** You may opt out of ArtsInteractive’s emails by clicking the “unsubscribe” link, which is included at the bottom of all marketing emails. Note: Some transactional emails, such as order receipts, are required in order to complete your order. Opting out of marketing emails will not opt you out of such transactional emails.
- c. Cookies:** You will be alerted to ArtsInteractive’s use of cookies upon accessing the Site, at which point you will be given the opportunity to accept them. You may decline Internet Cookies by disabling them in some web browsers, but portions of the Site will not function optimally in that case. If you object to the use of cookies on our Site, you may leave the Site.

4. How to Contact Our Data Protection Officer

- a. Mail:**
Attn. Data Protection Officer
ArtsInteractive, Inc.
5042 Wilshire Blvd #44335
Los Angeles, CA 90036-4305
- b. Email:** writeus@artsinteractiveinc.com
- c. Online form:** <https://www.artsinteractiveinc.com/contact/>
- d. Phone:** (310) 740-9398