

Broadway School of Music & the Arts Website Privacy Policy

Our Commitment to Your Privacy

Your privacy is important to us, whether you are a donor, student, parent, volunteer, organization or community partner. This notice explains our *online information practices* and the choices you can make about the way your information is collected and used.

Please notice that this policy may be subject to change. If you have provided your email address to us, we will notify you by email of any major changes to this policy.

What Information Do We Collect?

This notice applies to all information collected or submitted on the Broadway School of Music & the Arts website. Through our website, you can currently make donations or commemorative gifts to our organization. (In the future, you will be able to register to attend ticketed events such as our benefit concert, and register for classes.)

These are the types of personal information *you provide* that we currently collect or will collect through the donation page of our website:

- Name
- Organization or Company
- Address
- Email address
- Phone/fax numbers
- Credit Card Information

Your donation is transmitted securely to our bank through a third-party payment gateway which utilizes industry-leading technologies and protocols. Our bank's payment processor also helps to ensure that Broadway School is in compliance with current industry security standards for your electronic payment.

We use the information *you provide* when making a donation online to complete this transaction, follow up with an acknowledgement and stay in touch with you about future opportunities to support our work. We do not disclose this information to outside parties, except to the extent necessary to complete your electronic transaction. *With your approval*, we will also add you to our email list to receive our e-news or other program updates. At any time, if you do not wish to continue receiving these emails, you may opt out by clicking the unsubscribe link at the bottom of the email, or by calling the school at 216-641-0630.

Some types of information are gathered *automatically* by the web servers hosting our site. These servers provide this information to us in the form of *anonymous* and mostly *aggregate* reports that we can analyze in order to improve our website and services. Such information is organized to show us:

- Pattern of visits for each date, and each hour of day or night
- IP address, host name and length of visit for recent visitors (your email address is NOT automatically collected)
- Number of pages visited (i.e. 500 visitors visit 2 pages each) and total time on site

- (i.e. 19 visitors stay 10 minutes each)
- Number of visits (i.e. 200 visitors make 2-5 visits; 10 visitors make 25+ visits)
 - Visitors by city and country (i.e. Beijing, China - 400 visitors)
 - Referring domain and page (such as www.google.com/search)
 - Search engine used (i.e. www.ask.com)

If you have any questions about our website or our privacy policy, please contact us at (216) 641-0630 or by email at broadwaysch.org.