



CAST

Community Arts
Stabilization Trust

CAST Privacy Policy

Last updated: April 11, 2023

This Privacy Notice describes how Community Arts Stabilization Trust (“we,” “us,” “our,” or “CAST”) handles your personal information in connection with:

- Our website www.cast-sf.org (“Site”)
- The opportunities that we provide on and through the Site including our mailing list subscription, volunteer opportunities, event registrations, donations, space rental as well as any inquiries via email (“Opportunities”).
- Any other platform, website or materials where this Privacy Notice is prominently posted and through which we collect personal information.

This Privacy Notice details how we collect, use, disclose and secure your personal information. If, after reviewing this Privacy Notice, you have any questions or privacy concerns, please send us an email to info@cast-sf.org.

Changes to This Privacy Notice

We may update this Privacy Notice from time to time. If we make material changes to this Privacy Notice, we will post our updated Privacy Notice on the opportunities where applicable, and for a reasonable period of time we will post notice of the change so it is visible to visitors and users after the change is posted. By your continued use of the Site and/or Opportunities, you will be deemed to consent to the terms of the revised Privacy Notice.

Children’s Information

The Site and Opportunities are not directed toward persons under 18 years of age. We do not knowingly market to or collect any personal information from children under the age of 18. If you are under 18, please do not submit any personal information to us or on the Site.

If you are a parent or guardian, and believe that we have the personal information of your minor child in our database, please contact us immediately at info@cast-sf.org to request that we remove such information from our records.

What Personal Information Do We Collect?

In order to provide the Site and Opportunities, we collect various types of personal information. We collect personal information from you when you provide it to us, such as when you sign up for our mailing list, inquire about our Opportunities, rentals or make a donation. We also may collect information indirectly through



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automated technologies, such as cookies, or from third parties who assist us with our business operations.

Personal Information You Provide to Us

You can visit the Site without having to directly submit any personal information about yourself to us. However, you may be asked to submit personal information in order to interact with CAST, such as to learn more about our Opportunities, volunteer or subscribe to our mailing list. As such, what information we collect depends on how you interact with us.

Subscribing to our Mailing List

When you subscribe to our mailing list via the web form on our Site, we will collect your

- First and last name
- Affiliation (if any)
- Email address

Learning about Opportunities

When you visit the Site, you will see that we describe the different Opportunities that we offer. If you wish to learn more about one or more Opportunities, you will be prompted to email our info@cast-sf.org. If you wish to Volunteer, you will be prompted to download and fill out our Volunteer Application which asks for:

- Name
- Address
- Interests
- Availability
- Arts & Cultural interests
- Experience
- Where you heard of CAST

Information Storage

Our donor and participant database is provided by [Salesforce](#). Salesforce has access to donor information only for the purposes of maintaining the integrity and security of that database.

We may share your personally identifiable information with third parties (including entities that perform services for us, such as credit card payments, that either are bound to comply with our privacy policy or have privacy policies of their own that protect your information) unless you have opted out to such sharing.

We may disclose information you provide if required to do so by law or if we have a good faith belief that disclosure is necessary to (1) comply with the law or with legal



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process served on us; (2) protect or defend our right or property; or (3) act in an emergency to protect someone's safety.

We may gather demographic information from you from time to time. We will not share this information with any other person or entity in a manner that identifies you as an individual, unless we let you know at the time of collection or we have your permission. When we share demographic information with third parties, we will give them aggregate information only.

Automatically-Collected Information

If you are visiting the Site, we automatically collect information about the computer or devices (including mobile devices) you use to access the Site, and your interactions with the Site, such as through cookies and other automated technologies, as explained in [Cookies](#) below. For example, we may collect and store information such as your browser type, IP address, language, operating system, location of your wireless device (e.g., latitude and longitude), unique device identifier, the manner in which you use the Site (e.g., the content you access, view, click on or search for), the date and time of your visit, error logs, and other hardware and software information.

We may use cookies and similar tools, to assist in collecting this information, as further explained in [Cookies and Related Technologies](#) below.

Location Information

We also collect broad geographic location (e.g., country or city-level location) based upon IP address, in order to determine the popularity of our products around the world and guide product updates and marketing strategies. We may also ask you for permission to share your location information directly with us.

Third Parties

We collect personal information from third parties, in which case we will process and secure it as set forth in this Privacy Notice.

Registering for an Event

When you register for an event, you will be redirected to a third-party platform, such as Zoom or a box office provider, and asked for some personal information, which will be collected by the third-party service provider and passed along to us. Third-party event providers' respective privacy policies govern how they each collect and use your personal information as a service provider, and CAST will use the personal information that we receive from them (when you register for an event) in accordance with this Privacy Notice. In some cases, we will use that personal information to follow up with you after the event.



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Note that you may be asked to opt-in to receive direct marketing from the third-party service providers' when you register for a CAST event, subject to their own terms and policies.

Making a Donation

The Site enables you to donate to our nonprofit organization. If you'd like to make a donation, you will be redirected to our donations page, which is hosted and operated by Give Lively a third-party service provider that we have engaged to process donations. Give Lively collects personal information, including payment information, in order to process your donation. You can find out about Give Lively's privacy policy [here](#).

Cookies and Related Technologies

What are Cookies?

We use "cookie" technology and similar online tools, such as web beacons and web pixels. "Cookies" are small files that a website stores on a user's computer or device and through which personal information may be collected. The Site uses cookies for various purposes, as described below.

We use "session" cookies, meaning that they are automatically deleted from your hard drive after you close your browser at the end of your session. Session cookies are used to optimize performance of the Site and to limit the amount of redundant data that is downloaded during a single session. We also use "persistent" cookies, which remain on your computer or device unless deleted by you (or by your browser settings). We use persistent cookies for various purposes, such as statistical analysis of performance to ensure the ongoing quality of our Opportunities.

Information Collected

We and authorized third parties use these cookies and similar technologies to collect and analyze certain kinds of technical information, including:

- IP address
- Device type
- Operating system version
- Browser type and language
- Referring and exit pages, and URLs
- Number of clicks on a web page
- Amount of time spent on a web page
- Domain names
- Landing pages
- Pages viewed and the order of those pages



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Purposes

Most of the cookies or similar technologies that we used are “essential” for the Site to function, while other cookies are used to help us improve our Opportunities or measure audiences. Our primary reasons for using cookies are:

- Functionality and user experience
- Analytics, which help us measure audiences and determine interest in our Opportunities
- Performance, including fixing bugs and improving security

Some cookies are first-party cookies – meaning our cookies – and others are third-party cookies, meaning that they are placed on the Site by authorized third parties.

Your Choices

Some web and mobile device browsers automatically accept cookies, but if you prefer, you can change your browser to prevent that or to notify you each time a cookie is set. Other browsers automatically block certain tracking cookies. Most browser manufacturers provide comprehensive help relating to cookie management in their products. Please see your web browser provider’s settings for more information.

You can also learn more about cookies by visiting www.allaboutcookies.org, which includes additional useful information on cookies and how to block cookies using different types of browsers or mobile devices.

Please note, however, that by blocking or deleting all cookies used on the Site, you may not be able to take full advantage of the Site.

More information about your choices with respect to Google Analytics is provided below.

Google Analytics

The Site uses Google Analytics, an analytics service that drops cookies and/or similar technologies to collect and store information about your device and use of the Site. We use Google Analytics to calculate visitor, session and campaign data for the Site analytics reports.

You can read Google’s privacy policy [here](#). You can opt-out from being tracked by Google Analytics in a particular browser on a particular device by downloading and installing the Google Analytics Opt-out Browser Add-on for that browser which is available [here](#).



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Social Media

We use social plugins on our Site and include icons that allow you to interact with third-party social networks such as LinkedIn, Instagram, Twitter, Facebook, and YouTube. For example, you may “like” us or follow us on Twitter. The third-party social plugin sets a cookie when your browser creates a connection to the servers of such social networks and the plugin transmits your personal information to the social networks. Your use of these social plugins is subject to the privacy policies of the third-party social networks.

We also have dedicated social media accounts. From time to time, individuals may communicate with us via those social media accounts, or we collect information from those social media accounts. In those cases, we process the information that we collect in accordance with this Privacy Notice. However, your use of social media platforms and how each platform handles your personal information is governed by their respective privacy policies.

Marketing

From time to time, we may use the personal information that you provide to us for direct marketing purposes, in which case you may unsubscribe at any time by clicking on the link provided at the bottom of each email marketing communication, as further described below.

How & Why We Use Your Information

We will use your personal information for in order to:

- Communicate with users through our Mailing List (for those who have subscribed)
- Respond to and fulfill your requests for Opportunities or other inquiries
- Contact you in connection with any of our Opportunities and transactions on our Opportunities
- Perform research and analytics
- Ensure that our partners and the businesses with which we work are and remain aligned with our mission
- Enhance user experience and customize, personalize and deliver content that you see on the Site, including for marketing purposes (such as via social media)
- Identify potential leads
- Enforce our Terms of Use and other contractual rights, and protect our rights and property and the rights and property of others
- In the event of a transfer
- Comply with the law



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Do Not Track Signals

We do not respond to or alter our practices based upon your selection of the “Do Not Track” setting or other “opt out” setting or feature that may be offered by your browser, however we reserve the right to do so in the future.

Disclosure of Your Information

Service Providers

We share information about our visitors and members with companies that perform services on our behalf, such as our website hosting service, donations processors, event providers, email communication providers, form creation providers, CRM providers, marketing partners, and analytics providers.

Note that in some cases and as described above, these service providers may collect information directly from you, for instance through the use of cookies and similar technologies (e.g., Google Analytics) or when you register for an event or make a donation.

Legal Obligations

We may share your information with any person or entity where we believe in good faith that such disclosure is necessary or otherwise appropriate to: (a) comply with the law or in response to a valid subpoena, court order, government request, or other valid legal process; (b) produce relevant documents or information in connection with litigation, arbitration, mediation, adjudication, government or internal investigations, or other legal or administrative proceedings; (c) protect the interests, rights, safety, or property of CAST or others; or (d) enforce the Terms for the Opportunities or other contractual obligations.

“Business” Transfer

Selling a nonprofit business is fundamentally different from selling a conventional business. However, there may be instances where other organizations may purchase a nonprofit in order to expand their operations, or use a nonprofit’s assets. Some nonprofits also transition into a for-profit business. In some instances, a nonprofit organization may file for bankruptcy protection. Should CAST undertake any of the above transactions, we may transfer your personal information to another entity in connection with such transaction.

Consent

We may share your information with any person or entity when we have your consent.



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Opting Out of Marketing Communications from Us

You may opt-out at any time of receiving direct marketing emails and other promotional email communications. If you have signed up for our monthly newsletter or become a member, when we send you email notices or news updates, you may opt out by choosing the “Unsubscribe” option available as a link in every promotional email. You may also do so by contacting us at info@cast-sf.org

We will gladly comply with all requests to opt-out of or unsubscribe from promotional communications, but reserve the maximum amount of time allowed by law to process such requests. You cannot opt out of certain transactional emails or communications, which are necessary to conclude a transaction.

Data Retention

We retain your personal information to fulfill the purposes outlined in this Privacy Notice for as long as needed, as allowed or as required by law. For instance, we may retain and use your personal information as necessary to comply with our legal obligations, resolve disputes, prevent fraud and abuse and fulfill and enforce our agreements.

Security

We have implemented commercially reasonable physical, administrative, technical, and electronic security measures designed to protect against the loss, misuse, and alteration of your personal information. Despite our efforts, however, no security measures are perfect or impenetrable, and we do not promise that your information will remain secure.

We appreciate your help in safeguarding the integrity of your own and others' privacy, and encourage you to let us know immediately if you suspect that any personal information you shared with us is being used contrary to this Privacy Notice.

Third-Party Links and Services

The Site may contain links to third-party websites, including social networking platforms as explained above. In some cases, you may click on a link, in other cases you may be automatically redirected from the Site. Likewise, articles on the Site may include embedded content (e.g., videos, images, articles, etc.) from third parties. These third-party websites may collect data about you, use cookies, embed additional third-party tracking, and monitor your interaction with that embedded content, including tracing your interaction with the embedded content if you have an account and are logged in to that website.

Please be aware that we are not responsible for the content or privacy practices of other websites or services, including those to which we link. We do not endorse or make any representations about third-party websites or services. The personal



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information you choose to provide to or that is collected by these third parties is not covered by our Privacy Notice. We strongly encourage you to read such third parties' privacy notices.

International Transfers

We are located in the United States, and the personal information that we collect is stored on servers located in the United States. This means that your personal information will be collected, processed and stored in the United States, which may have data protection laws that are different from (and sometimes less protective than) the laws of your country or region.

By sending us personal information, you agree and consent to the processing of your personal information in the United States, which may not offer an equivalent level of protection to that required in other countries or regions (particularly the European Economic Area), and to the processing of that information by us on servers located in the United States, as described in this Privacy Notice.

Contacting Us

Should you have any questions about this Privacy Notice, please contact us by sending an email to info@cast-sf.org. Please provide your name, mailing address, telephone number and email address so we can service you more quickly. You can also write to us at:

CAST

Attn: Privacy

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