

SAN DIEGO BLUERGASS SOCIETY ONLINE PRIVACY POLICY

Last updated: February 20, 2014

Welcome to the San Diego Bluegrass Society, Inc. (SDBS) website! Protecting your personal information is very important to us, and we respect your privacy. This Privacy Policy is meant to explain how we use and protect the personal information you share with us. This Policy applies to all users of our sites or our services, and to any information provided to us.

Our Websites: sandiegobluegrass.org; summergrass.net

By using our websites, you are accepting the practices we describe here. If you have any questions, please contact us at the links provided on the site or at info@sandiegobluegrass.org.

SDBS complies with the privacy laws and regulations of California and the United States of America and makes no representation that this Site is governed by or operated in accordance with the laws of other nations, or that the Site or any part thereof is appropriate or available for use in any particular jurisdiction. Those who choose to access the Site do so on their own initiative and at their own risk, and are responsible for complying with all local laws, rules and regulations. By using this Site, visitors from outside of the United States of America acknowledge this Site is subject to the laws and regulations of the United States of America, and waive any claims that may arise under their own national laws.

SDBS reserves the right to change, modify, add, or remove provisions of this Privacy Policy. Changes to this Privacy Policy will be posted here on this Site. We encourage you to check back from time to time to ensure continuing familiarity with the most current version of our Privacy Policy. You can determine whether the Privacy Policy has been revised since your previous visit to the Site by referring to the "Last Updated" legend at the top of this page. Please read this Privacy Policy carefully. Your use of this Site constitutes your acceptance to be bound by this Privacy Policy without limitation, qualification or change. If at any time you do not accept all the terms and conditions contained herein, you must immediately discontinue use of this Site.

1. What Information We Collect

SDBS may gather two basic types of information through the Site: "Personally Identifiable Information" (or "PII") and "Non-Personally Identifiable Information" (or "Non-PII"). PII is information that identifies or can identify you as an individual (such as residential address, telephone number, or billing information) and Non-PII is aggregated information, demographic information, IP addresses and any other information that does not reveal your specific identity.

a. Non-Personally Identifiable Information. When you visit and interact with the Site, SDBS and third parties with whom SDBS has contracted to provide services to SDBS may collect Non-PII (for example, a catalog of the Site pages you visit). Non-PII is anonymous and does not identify you personally. Non-PII is generally collected through the Site from four different sources: Internet protocol addresses and web logs; cookies; pixel tags and other similar technologies; and other Non-PII that you voluntarily provide (as explained below).

i. IP Protocol Addresses and Web Logs. This Site's web servers may automatically collect the Internet Protocol (IP) addresses and log files of visitors. Your IP address is an identifying number that is automatically assigned to your computer by your Internet Service Provider (ISP). This number is identified and logged automatically in our server log files whenever you visit the Site, along with the time(s) of your visit(s) and the page(s) that you visited. This information if collected is collected in an aggregate form only and does not contain any PII. We use your IP address, and the IP addresses of all users, for purposes such as calculating Site usage levels, helping diagnose problems with the Site's servers, and administering the Site. Collecting IP addresses is standard practice on the Internet and is done automatically by many websites. In addition to the Non-PII usage of IP Addresses described above we also may link your IP address to personally identifiable information for fraud prevention purposes.

ii. Cookies. We and any third party service providers SDBS may from time to time use may use a standard technology called a "cookie" to collect information about how you use the Site. Cookies reside on your computer and help the Site recognize your computer's browser as a previous visitor. On occasion our Site may also set a "session cookie" which helps us administer the Site. The session cookie expires when you close your browser and does not retain any information about you after it expires. If you do not want information collected through the use of cookies, you should be able to modify your browser preference to provide you with choices relating to cookies. If you choose to reject cookies, you may be unable to use certain Site services (e.g., those services that require you to log on to the Site in order to participate).

iii. Pixel Tags. We and our service providers may also use so-called "pixel tags," "web beacons," "clear GIFs" or similar means (collectively, "Pixel Tags") in connection with some Site pages and HTML-formatted email messages to track your use of our website in order to provide you with more useful information and a more personalized experience the next time you visit. A Pixel Tag is an electronic image, often a single pixel (1x1), that is ordinarily not visible to Site visitors and may be associated with cookies on the visitors' hard drives. Pixel Tags do not contain any PII and allow us to count users who have visited certain pages of the Site, to deliver branded services, and to help determine the effectiveness of promotional or advertising campaigns. When used in HTML-formatted email messages, Pixel Tags can tell the sender whether and when an email has been opened.

2. How Information We Collect Is Used

We know it is very important to protect the information you share with us. We take appropriate security measures to help safeguard this information from unauthorized access and disclosure. If you purchase something , pay for a membership or membership renewal, through our Site the transactions are handled through PayPal with the PayPal security protections.

No system can be completely secure. Although we take steps to secure your information, there is always a chance that your information will not always remain secure, and you should always take great care in handling and disclosing your personal information. For example, avoid sending personal information through insecure email. Please refer to the Federal Trade Commission's website at

<http://www.ftc.gov/bcp/menus/consumer/data.shtm> for information about how to protect yourself against identity theft.

a. Non-Personally Identifiable Information

Because Non-PII does not personally identify you, we may use such information for any purpose. For example, we may use Non-PII to measure the number of visits, average time spent on the Site and pages viewed as well as to diagnose problems with our servers and to administer the Site. We may then use this information to analyze and improve the features and functionality of this Site. We may use non-PII information about you and other Site visitors to sell and deliver advertising, promotions and content that we believe will be of interest.

In addition, we reserve the right to share such Non-PII, which does not personally identify you, with third parties, for any purpose.

In some instances, we may combine Non-PII with PII (such as embedding email addresses in cookies). If we do combine any Non-PII with PII, the combined information will be treated as PII. This "combined" PII is not shared with third parties, except as described in this Policy.

b. Personally Identifiable Information

i. Site. We may use PII you give us to tailor your website experience to your interests, to show you content in which you may be interested and to display the content according to your preferences. To the extent we do so, we make sure that your PII receives the same level of protection. In any commercial e-mail send to you, we will give you the opportunity to choose not to receive such e-mail messages in the future. Please note that such sharing may involve the collection, use, storage, or disclosure of PII outside the United States of America.

ii. Communications

Unless you opt out, we may use your PII to send you information about SDBS and its services and programs, including our Summergrass Festival and local bluegrass and related music activities. If at any time you change your mind and prefer to no longer receive such communications from us, please see the "Opt-Out Policy" section below.

iii. Administrative Matters

SDBS reserves the right to contact you in the event of a change in the Site's Terms of Use and/or this Privacy Policy, or to notify you of other administrative matters in connection with the Site (e.g., contacting you to facilitate, complete or confirm a transaction). Because this information may be important to your use of the Site, you may not opt-out of receiving such communications.

iv. Fulfillment of Requests

SDBSB may use your PII to fulfill the purpose for which such PII was provided (e.g., to confirm your registration for an event or fulfill your purchase of a membership).

v. Facilitation of Transactions

Forms on the Site may sometimes be pre-populated with your PII in order to facilitate a transaction between you and SDBS.

vi. Internal Business Purposes

We may also use your PII for our internal business purposes, such as to target advertising, for data analysis, for audits, for fraud prevention and for other internal purposes.

vii. Shopping/Commercial Services

This Site may offer merchandise, memberships, and/or ticket purchase services, which may be offered by us or by one of our e-commerce partners. To the extent the merchandise, memberships, and/or ticket purchase services are offered by one of our e-commerce partners, such e-commerce partner will be collecting and using the PII you provide. For more information regarding your transactions with our e-commerce partners, please refer to Section 4(b) below.

When you make a purchase through the Site, we may collect your credit card number or other payment account number (for example, your PayPal account number), billing address (including zip code) and other information related to such purchase (collectively, "Payment Information") from you. We will use the Payment Information that you provide to bill you for your purchase and to fulfill your purchase. We may also use your Payment Information to allow us to ship items or deliver tickets and/or receipts to you, respond to customer service requests, and to help prevent credit card fraud. By providing your Payment Information, you are authorizing us to give that information to third parties as necessary to confirm and fulfill your order (for example, to process your credit card or payment account number and to send you products you have ordered).

viii. Online Surveys and Contests/Promotions.

From time to time, we conduct online surveys and we may collect PII in connection with the same. We may use your PII to contact you regarding your participation, or to contact you if you win a Promotion (if applicable). You should carefully review the rules, if any, of each Promotion in which you participate through the Site, as they may contain additional important information about SDBS's use of your PII. To the extent such rules conflict with this Privacy Policy, such rules will govern that particular Promotion.

x. Newsletter.

When you become a member of SDBS you will be automatically enrolled to receive our e-newsletter, the *Tune Up*. For this purpose, we may provide your name and mailing address to a newsletter subscription company. You may also choose to opt out of such subscriptions.

3. How Personally Identifiable Information We Collect Is Disclosed

a. Affiliate Communications and Third Party Communications

Unless you opt out, we may share your PII with our members or corporate partners and others involved directly and substantially in bluegrass music.

b. SDBS Service Providers

We may from time to time work with third parties who provide services including but not limited to data analysis, order fulfillment, credit card processing and other services of an administrative nature. If you use our services, we reserve the right to share your PII with such third parties for the purpose of enabling these third parties to provide such services. We take reasonable steps to ensure these third parties treat PII in a manner comparable to how we do so.

c. Public Forums and Other Interactive Features

Please be aware that when you disclose PII through a chat room, forum, message board, Listserve, news group, Facebook feature or other social networking function on the Site, the information may become public and accessible to all or a part of the Site community, so it is important for you to exercise discretion and appropriate caution when deciding to reveal PII in these areas. In addition, when you choose to make a posting on such services, certain PII may be available for other users to view. We urge you to exercise discretion and caution when deciding to disclose your PII, or any other information, on the Site. **WE ARE NOT RESPONSIBLE FOR THE USE OF ANY PII YOU VOLUNTARILY DISCLOSE THROUGH THE SITE VIA THESE FORUMS AND OTHER INTERACTIVE FEATURES.** Please note that we reserve the right, but have no obligation, to republish content posted in a chat room, forum, message board or news group (including any PII contained therein).

In the event that you encounter any Site user who you believe is improperly collecting or using information about you or other users, please contact us at: info@sandiegobluegras.org.

d. Online Surveys/Sweepstakes and Contests

We may share PII collected in connection with Promotions with the third-party sponsors of any such Promotions (irrespective of whether such Promotions are hosted by us), or otherwise in accordance with the rules applicable to such Promotion. You should carefully review the rules, if any, of each Promotion in which you participate through the Site, as they may contain additional important information about a sponsor's or other third parties' use of your PII. To the extent such rules conflict with this Privacy Policy, such rules will govern that particular Promotion.

e. Other Purposes

We also may disclose your information:

In response to a subpoena or similar investigative demand, a court order, or a request for cooperation from law enforcement or another government agency; to establish or exercise our legal rights; to defend against legal claims; or as otherwise required by law. In such cases, we may raise or waive any legal objection or right available to us.

When we believe disclosure is appropriate in connection with efforts to investigate, prevent, or take other action regarding illegal activity, suspected fraud or other wrongdoing; to protect and defend the rights, property or safety of our association, our users, our employees, or others; to comply with applicable law or cooperate with law enforcement; or to enforce our website terms and conditions or other agreements or policies.

In connection with a substantial corporate transaction, such as the reorganization of our business, a divestiture, merger, consolidation or asset sale, or in the unlikely event of bankruptcy.

4. Collection of Information By Third Parties

a. Co-Branded Pages.

We may enter into relationships with "powered by" partners, our members, corporate partners, and co-branded sites (referred to here as "co-branded pages"). These might include, for example, pages that share our name and that of another entity. There may be a specific privacy policy on any such co-branded page. Any PII that you provide when signing up at any co-branded page may be collected by, or shared with, our third party partner. We have no control over, and are not responsible for, our third party partners' use of your PII. If you want to learn more about other entities' privacy practices, please review the websites of those third parties.

b. Transactions With E-Commerce Partners, Vendors and Advertisers

When you provide PII to one of our Site's e-commerce partners, vendors or advertisers, this transaction will occur in connection with the site of the e-commerce partner, vendor or advertiser, not on the Site, and, as such, the PII you provide is collected pursuant to and controlled by the privacy policy of such e-commerce partner, vendor or advertiser. SDBS is not responsible for such parties' privacy policies and we encourage you to familiarize yourself with the applicable privacy policy of the e-commerce site with which you transact business or to contact the operator of such site for more information.

Please be aware that at times, at the request of or on behalf of our e-commerce partners, vendors or advertisers, SDBS may "pre-populate" forms with your PII for your review, and, if you so choose, for submission to such e-commerce partners, vendors or advertisers. Accordingly, we encourage you to review each pre-populated form carefully before agreeing to submit your PII to determine who is seeking to collect your information, and to familiarize yourself with the applicable privacy policy governing use of any PII collected about you.

c. Third Party Advertising

The ads which may appear on this Site are delivered to you by our third party advertising partners. In the course of serving advertisements to this Site, our third-party advertiser may place or recognize a unique cookie on your browser. Non-PII about your visits to this Site, such as number of times you have viewed an ad, is used to serve ads to you.

d. Third Party Links

The Site may contain links to third-party Internet websites, which are not owned or operated by SDBS. We provide such links only as a convenience, and the inclusion of a link on the Site does not imply endorsement of the linked site by SDBS. If you provide any PII through any such third-party website, your transaction will occur on such third party's website (not the Site) and the PII you provide will be collected by, and controlled by the privacy policy of, that third party. We are not responsible for the privacy practices or the content of such third-party websites, including such websites' use of any PII that you provide to them. We strongly encourage you to become familiar with the privacy practices of those sites.

5. Opt-Out Policy

a. SDBS Communications. When you supply SDBS with PII, from time-to-time, at SDBS's discretion, you may be asked to indicate whether you are interested in receiving information from us about special offers in connection with the Site, SDBS, and/or our members, sponsors and corporate partners. Unless you opt out to receive such communications, we may, from time to time, send you marketing communications.

At any time, you can choose to opt out of receiving such messages in the future by clicking on the link at the bottom of the email that says "unsubscribe." It may take up to 30 days for us to process an opt-out request.

Even if you have unsubscribed from receiving promotional emails from us, we may send you other types of important e-mail communications without offering you the opportunity to opt out of receiving them. These may include customer service announcements, administrative notices and surveys.

Please note that opting out of receiving promotional email communications will affect only future communications from us. If we already provided your information to a third party (such as an event provider) before you changed your preferences or updated your information, you may have to change your preferences directly with that third party as well.

b. Affiliate and Third Party Communications

From time-to-time at SDBS's discretion, you may be provided with the opportunity to opt-in to receive offers directly from our members and/or from third parties. Unless you opt out to accept any such offer(s), any PII provided to SDBS for such purposes may be shared with our members and such third-party partner(s), to allow our members and/or such third parties to provide you with such offers. If you would prefer that we no longer share your PII with our members and/or with third parties for their marketing purposes, you may opt-out of such future sharing at any time by following the procedure above, provided however, you may not be able to opt out of certain third party offers that are displayed on our Site.

6. Use of This Site by Children

The Site is not directed to individuals under the age of eighteen (18), and we request that such individuals do not provide PII through the Site. If a parent or guardian becomes aware that his or her

child has provided us with personally identifiable information without the parent or guardian's consent by, for example, misrepresenting his or her age, that parent or guardian should contact us at info@sandiegobluegrass.org. If SDBS determines that it has collected personal information of children under the age of 18, SDBS will immediately delete such information

7. Security of Your PII

SDBS employs reasonable security measures consistent with standard industry practice, for PII collected through this Site, including physical, electronic and operational measures to maintain security and prevent unauthorized access. Unfortunately, no data transmission over the Internet or method of storing data can be guaranteed to be 100% secure. As such, we cannot guarantee that PII supplied by users will not be accessed on our servers, or intercepted while being transmitted to us over the Internet. We assume no liability for any damages you may suffer as a result of interception, alteration or misuse of information during such transfers. If you have reason to believe that there has been any breach of the security of the Site, please contact us at info@sandiegobluegrass.org.

8. Offline vs. Online practices

Please note that this Privacy Policy applies solely to our online information gathering and dissemination practices in connection with the Site, and does not apply to any of our practices conducted offline.

9. Contacting SDBS Regarding this Site

If you have any questions concerning this Policy, you may send them by email to info@sandiegobluegrass.org. Please note that email communications will not necessarily be secure; accordingly you should not include credit card information or other sensitive information in your email correspondence with us. You must send any official correspondence via postal mail to: SDBS, PO Box 15292, San Diego CA. 92175.

10. In conformance with California law requirements SDBS gives notice that it will honor any "do not track" or similar communications it receives.