**Tennessee Performing Arts Center (TPAC)**

**Privacy Policy**

This Privacy Policy governs the official website for Tennessee Performing Arts Center (“TPAC”) found at www.TPAC.org (the “Website”) and/or any sub-domain therein. Protecting the privacy of our customers is important to us. We collect, process, and analyze data in order to provide users with the services available via the Website, and we do our best to keep your personal information confidential.  We may change this Privacy Policy from time to time. If we make changes, we will notify you by revising the date at the bottom of this policy. We encourage you to review this Privacy Policy regularly to stay informed about our information practices and the choices available to you.

**Collection of Information**

**Information You Provide to Us**

In general, you can access and enjoy the Website without providing any personally identifiable information (“Personal Data”). However, in order to take advantage of some of the services we offer, you will need to share with us certain Personal Data. The types of Personal Data we collect may include:

* First and last name
* Physical address
* Email address
* Telephone number

Any other information you choose to provide Online Ticketing and Donations Visitors to the Website have the ability to search for information about and events at TPAC without ever providing any Personal Data. However, once you have decided to purchase available tickets or merchandise, or to make a donation, you will be asked to provide the information necessary for us to process your transaction. This will include, in addition to the Personal Data listed above, a credit card number, billing address, and the card’s expiration date. The credit card number will be used only to process your ticket or merchandise purchase, or your donation.

**Information Automatically Collected**

We may also collect information on how the Website is accessed and used. This data may include information such as your computer’s IP address, browser type and version, operating system, the pages of the Website that you visit, the date and time of your visit, unique device identifiers and other diagnostic data.

We use cookies and similar tracking technologies to track the activity on the Website. Cookies are files with a small amount of data which often includes an anonymous unique identifier. Cookies are sent to your browser from a website and stored on your device. Other tracking technologies such as beacons (often referred to as clear GIFs, pixel tags, and single-pixel GIFs) may be used to collect and track information to improve and analyze the Website, understand usage and trends, and deliver a more personalized experience. If you do not want information collected through the use of cookies, there is a simple procedure in most browsers that allows the user to accept or reject cookies. If you set your browser to reject cookies, however, you may not be able to take advantage of certain services on our Website.

**Google Analytics**

The Website uses Google Analytics to collect information about the use of the Website. Google Analytics collects information from users such as age, gender, interests, demographics, how often they visit the Website, what pages they visit, and what other websites they have used before coming to the Website. We use the information we get from Google Analytics to analyze traffic, remarket our products and services to users, improve our marketing, advertising, and to improve the Website. We have enabled Google Analytics advertising features such as remarketing with Google Analytics, Google Display Network Impression Reporting, and Google Analytics Demographics and Interest Reporting. Google Analytics collects only the IP address assigned to you on the date you visit the Website, not your name or other identifying information. Google also uses specific identifiers to help collect information about the use of the Website. For more information on how Google collects and processes your data, visit <https://www.google.com/policies/privacy/partners/>. You can prevent Google Analytics from using your information by opting out at this link: <https://tools.google.com/dlpage/gaoptout>.

**Use of Data**

We use the collected data for various purposes:

* To provide and maintain the Website
* To notify you about changes to our services or the Website
* To provide you with information, products, or services that you request from us
* To allow you to participate in interactive features of the Website when you choose to do so
* To provide customer support
* To gather analysis or valuable information so that we can improve the Website
* To monitor the usage of the Website
* To detect, prevent, and address technical issues
* To provide you with news, special offers and general information about our services and events that we offer unless you have opted not to receive such information

**Disclosure of Data**

We do not sell your Personal Data. We may disclose Personal Data that we collect, or you provide, to third-parties only to allow them to provide the services you’ve requested and, in certain circumstances, to provide you with special offers and discounts.

Under certain circumstances, we may be required to disclose your Personal Data if required to do so by law enforcement or in response to valid requests by government authorities (e.g. a court or government agency). We reserve the right to use and disclose your Personal Data in order to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person, violations of the Website’s Terms of Use, or as otherwise required by law.

We do not transfer cookies associated with our Website to any third party, nor do we authorize any third party to access the cookies we have placed on your computer’s hard drive. We may allow other parties that are presenting advertisements or providing services through our Website to set and access cookies on your computer. That use of cookies is covered by their privacy policies, not ours.

**Demographics**

We may share aggregated demographic information with third parties, but this information is not linked to any personal information that can identify you or another individual person, and no individual information is disclosed in this manner.

**Consent**

Certain information forms on our Website contain a box for you to indicate whether or not you consent to receive special offers and promotions from us. Unless you give us your consent to use your Personal Data for these purposes, we will only use it to complete the transaction or provide the service or product you have requested. If you indicate that you consent to receive communications or solicitations, but you later change your mind, you should contact TPAC or follow the opt-out procedures detailed in the communication or solicitation you receive.

**Deletion**

We will honor your request to delete Personal Data we hold about you upon your written request, although we have no legal obligation to do so. We will not honor your request to delete Personal Data if it is necessary for TPAC to maintain the Personal Data in order to:  (1) complete a transaction for which the Personal Data was collected; (2) provide a good or service requested by you or reasonably anticipated within the context of TPAC’s ongoing business relationship with you; or (3) otherwise perform a contract between TPAC and you.

**Links**

Our Website contains links to other sites owned or operated affiliates, and websites operated by unrelated third parties. Please note that we are not responsible for the privacy practices of third-party websites. We encourage you to be aware of this when your leave our Website and to read the privacy policies of every website that collects personally identifiable information from you. This Privacy Policy applies only to TPAC’s official Website.

**Children and Privacy**

TPAC does not knowingly solicit Personal Data from children under the age of 13, send them requests for Personal Data, or distribute their Personal Data to third parties without parental consent. If you are a parent or guardian and you are aware that your child has provided us with Personal Data, please contact us. If we become aware that we have collected Personal Data from children without verification of parental consent, we take steps to delete that information.

**Contact Us**

If you have questions or concerns about this Privacy Policy, you can contact us at:  
Tennessee Performing Arts Center  
PO Box 190660  
Nashville, TN 37219

Or send an email to [Postmaster@TPAC.org](mailto:Postmaster@TPAC.org)

LAST UPDATED AND EFFECTIVE DATE: November 30, 2021