Privacy Policy Analysis: TPAC

**Service:** Tennessee Performing Arts Center

**Category:** Arts / Non-Profit / Ticketing

**Policy URL:** <https://www.tpac.org>

**Date Accessed:** April 10, 2025

**Originally Downloaded the App:** Summer 2024

## 1. Data Collection

* **What personal data is collected?** Collects names, contact info, credit card details (for ticket/donation processing).
* **Is location, device, or behavioral data included?** Tracks device, browser, pages visited, and uses Google Analytics.
* **Are cookies or trackers used?** Cookies and beacons(pixel tags) used.

## 2. Data Sharing

* **Who is data shared with (advertisers, partners)?** No sales of personal data. Limited third-party sharing for services requested (e.g., ticketing, ads)
* **Is there international data transfer?-** No international data transfer mentioned
* **Does the company use third-party processors -** Limited third-party sharing for services requested (e.g., ticketing, ads).

## 3. User Rights

* **Can users access their data?** No data access or correction mechanisms mentioned.
* **Can users delete or correct their info?** Deletion requests honored if possible, unless data is needed for legal or service fulfillment.
* **Is data portability supported?** Not mentioned. Data is only collected as necessary for TPAC related transactions.

## 4. Opt-Out Options

* **Can users opt out of tracking, marketing, or data sales?** Can opt out of communications at any time via direct contact or unsubscribe.
* **How easy is the opt-out process?** Opt-in required for promotional communications. No formalized data sales opt-out since sales are not conducted.

## 5. Update Procedures

* **How are users notified of policy changes?** Changes noted via updated "Last Updated" date.
* **Are there version histories or changelogs?** Not mentioned. Users are encouraged to review website regularly.

## 6. Clarity & Readability

* **What grade level is the text?** Suitable for a general audience.
* **Is the policy long or hard to follow?** No. 4 pages in length once pasted on a Word Document. Clear, moderately detailed policy.
* **Are there user-friendly summaries or visuals?** No visuals or summaries.

## Summary Matrix

|  |  |  |
| --- | --- | --- |
| **Feature** | **Yes/No** | **Notes** |
| Access Rights | No | Not Stated |
| Correction Rights | No | Not Stated |
| Deletion Rights | Yes | Granted on request unless data is contractually needed |
| Data Sharing Stated | Yes | With service providers only |
| Data Portability | No | Not Stated |
| Opt-Out Available | Yes | For marketing communications |
| GDPR/CCPA Mentioned | No | Not Referenced. Local to TN and does not target an international audience |