

## PRIVACY POLICY

Last Updated: 13 December, 2023

The California Film Institute (“CAFILM” or “we”, “us”, or “our”) has established this privacy policy (“Privacy Policy”) to let you know the kinds of personal information we may gather when you visit our Sites, why we gather your information, what we use your personal information for, when we might disclose your personal information, and how you can manage your personal information. This Privacy Policy is applicable to CAFILM’s network of websites, including [cafilm.org](http://cafilm.org) and affiliated websites (including any versions optimized for viewing on a wireless or tablet device); your purchases at a CAFILM box office or via telephone, any information you submit to us at a CAFILM event or to the CAFILM offices, all email newsletters published or distributed by the CAFILM; all apps published on any platform by CAFILM; information collected through your use of a CAFILM ticket, pass, or other CAFILM issued identification or RSVPs, and all other interactive features, services, and communications provided by CAFILM (“Sites”), however accessed and/or used, that are operated by us, made available by us, or produced and maintained by CAFILM.

By visiting our Sites, you are accepting the practices described in our Privacy Policy. If you do not agree to the terms of this Privacy Policy, please do not use the Sites. We reserve the right to modify or amend the terms of our Privacy Policy from time to time without notice. Your continued use of our Sites following the posting of changes to these terms will mean you accept those changes. If we intend to apply the modifications or amendments to this Privacy Policy retroactively or to personal information already in our possession, we will provide you with notice of the modifications or amendments.

If you have any questions about this Privacy Policy or don’t see your concerns addressed here, you should contact us by email at [privacy@cafilm.org](mailto:privacy@cafilm.org).

### **What Information About Me Is Collected and Stored?**

We collect two basic types of information from you in conjunction with your use of the Sites, personal information and non-personal information. Personal information is any information that can individually identify you and includes, among other things, your name, e-mail address, telephone number, postal address, credit card, billing and contact information.

Non-personal information includes information that does not personally identify you, but it may include tracking and usage information about your location, demographics, use of the Sites and the Internet.

### **Collection of Personal Information**

As a general matter, you can browse the Sites without submitting your personal information to us. However, there are a number of circumstances in which you may supply us with your personal information. The following lists the most common ways in which we may collect your personal information.

- Registration for an account on or at the Sites
- Sign up to receive e-mail newsletters or e-mail alerts from us
- Sign up to receive e-mail offers from CFI or CFI partners
- Request for customer service or other assistance
- Participation in surveys, panels, or market research
- Participation in special events, promotions and programs
- Purchases on or at the Sites, including tickets or merchandise
- Entry in contests or sweepstakes

Participation on social media accounts involving CFI, our Sites, programs and our brands  
Participation in communities, comment threads, other forums, and other interactive services

Submission of user generated content on any part of the Sites that permit it

Submission of a job application or volunteer application

Any other place on or at the Sites where you knowingly volunteer personal information

Tickets and Passes

We issue barcoded tickets and passes to allow us to track attendance at CAFILM venues.

The information that is collected through barcoded readers is the following:

Barcode ID number validating the pass or ticket

Screening attendance information (title, date, location, etc.)

### **Through Social Media Sites**

When you interact with any CAFILM property page or account on a social media platform, such as Facebook, X, Google+, Tumblr, LinkedIn, YouTube, Instagram, Letterboxd or Pinterest, we may collect the personal information that you make available to us on that page or account including your account ID or “handle.” However, we will comply with the privacy policies of the corresponding social media platform and we will only collect and store such personal information that we are permitted to collect by these social media platforms. If you choose to link or login to your CAFILM account with or through a social networking service, CAFILM and that service may share certain information about you and your activities. With your consent, we also may share information about your activities, including what you view on the Sites, with that social network’s users.

### **Non-Personal Information**

In addition, when you interact with the Sites, we may collect certain information that does not identify you individually and our servers may automatically keep an activity log of your use of our Sites (“Non-Personal Information”). Generally, we collect and store the following categories of Non-Personal Information:

Demographic data such as age, gender, and five-digit zip code as part of collecting personal information

Device information about your computer, mobile device, or other device that you use to access the Sites. This information may include IP address, browser type, browser language, and other transactional information. It does not include device IDs or geolocation information.

Usage information about your use of the Sites. This information includes a reading history of the pages you view. We use this information to provide you a more customized experience on the Sites.

Additional “traffic data” such as time of access, date of access, software crash reports, session identification number, access times, and referring website addresses.

Your search terms and search results.

Other information regarding your use of the Sites.

Source IP Address/Location Information

We collect and store your device’s source IP address and, with your consent, your geolocation information and device ID which may disclose the location of your device at the time you access the Sites. In addition, in some cases the Sites can deliver content based on your current location if you choose to enable that feature. If you enable that feature, your current location will be stored locally on your device which will be used by the Sites to serve you certain content tied to your location. If you elect to have your

location-based searches saved to your history, we will store such information on our servers.

### **Use of Cookies, Flash Cookies and Web Beacons**

Like many websites, we use “cookies”, which are small text files that are stored on your computer or equipment when you visit certain online pages that record your preferences and actions. We use cookies to track use of our Sites and online services. We may also use cookies to monitor traffic, improve the Sites and make it easier and/or relevant for your use. You may occasionally get cookies from companies advertising on our behalf. We do not control these cookies, and these cookies are not subject to this cookie policy.

You have the ability to accept or decline cookies. Most web browsers automatically accept cookies, but, if you prefer, you can usually modify your browser setting to decline cookies. If you delete your cookies or if you set your web browser to decline cookies, some features of the Sites may not work or may not work as designed. For more information on cookies and how to disable them, you can consult the information provided by the Interactive Advertising Bureau at [www.allaboutcookies.org](http://www.allaboutcookies.org).

Our Sites use Google Analytics (and in the future may use other similar sites or services), a web analytics service provided by Google, Inc. ("Google"), to better assist CAFILM in understanding how the Site is used. Google Analytics will place cookies on your computer that will generate information that we select about your use of the Site, including your computer's IP address. That information will be transmitted to and stored by Google. The information will be used for the purpose of evaluating consumer use of the Site, compiling reports on Site activity for CAFILM's use, and providing other services relating to Site activity and usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. You may refuse the use of cookies by selecting the appropriate settings on your browser. Please note that by doing so, you may not be able to use the full functionality of the Sites. The use of cookies by Google Analytics is covered by Google's Privacy Policy, available at <https://policies.google.com/privacy>.

### **Collection of Personal and Non-Personal Information From Other Sources**

We also may collect and store information about you that we receive from other sources (including by us from our offline interactions with you) to, among other things, enable us to update and correct the information contained in our database and to better customize your experience on the Sites.

### **Is Personal Information Collected From Children?**

Unless otherwise disclosed during collection and with parent or guardian consent (for instance, in some of the educational areas on our Sites), CAFILM does not knowingly collect personal identifiable information from children under 13 years of age. If you are under 13 years of age you should not provide personally identifiable information to CAFILM without providing us with consent from your parents.

If CAFILM discovers that a child under the age of 13 has provided CAFILM with personally identifiable information and we do not have parental consent, CAFILM will immediately delete that child's information from the Sites. Please contact us at [privacy@cafilm.org](mailto:privacy@cafilm.org) if you believe we have collected personally identifiable information from a child.

### **How Do We Use Your Information?**

We use the information we learn from you to help us personalize and continually improve your experience on the Sites. We may use your Personal and Non-Personal Information in the following ways:

- General Uses

Provide you with the content, tickets, products, programs and services you request  
Post your user generated content to our Sites as you request  
Communicate with you about your account or transactions with us and send you information about features and enhancements on or to our Sites and programs  
Communicate with you about changes to our policies and programs  
Communicate with you about your comments or posts on community portions of our Sites  
Personalize content and experiences at or on our Sites, including providing you recommendations based on your preferences  
Send you newsletters, offers and promotions for our products and services, or special events by e-mail, text, or other another medium  
Administer our loyalty programs  
Administer contests, sweepstakes, promotions, and surveys  
Optimize or improve our products, services and operations, including the Sites and how such Sites may be rendered on your device  
Detect, investigate, and prevent activities that may violate our policies or be illegal  
Perform statistical, demographic, and marketing analyses of users of the Sites and their purchasing patterns

### **Use of Your Ticket/Pass Information**

We may use your ticket or pass information to:

Provide you with the content, products and services you request  
Track attendance  
Enable effective schedule changes based on the improved ability to measure demand  
Notify you of any schedule changes  
Integrate this information with information on the Sites  
Personalize your offers of films, events, packages, and promotions  
Optimize or improve our products, services and operations  
Detect, investigate, and prevent activities that may violate our policies or be illegal  
Perform statistical, demographic, and marketing analyses of users of the CAFILM and their purchasing patterns

Except in Emergency Situations (described below) information collected from your ticket/pass is never provided to third parties, advertisers, sponsors or partners.

### **Use of Your Location Information**

We may use your location information to:

Provide you with the content, products and services you request  
Personalize content and experiences at or on our Sites, including providing you recommendations based on your preferences  
Personalize your newsletters, offers and promotions for our products and services, or special events  
Optimize or improve our products, services and operations, including our Sites or the way those Sites are rendered on your device  
Detect, investigate, and prevent activities that may violate our policies or be illegal  
Perform statistical, demographic, and marketing analyses of users of the Sites and their purchasing patterns

### **Use of Non-Personal Information**

We may disclose or share any information, other than Personal Information, in any manner that we deem appropriate or necessary. Among other things, we will disclose Non-Personal

Information to third parties to help us determine how people use parts of the Sites and who our users are so we can improve our Sites. We will also disclose Non-Personal Information to our partners and other third parties about how our users collectively use the Sites.

### **Combining of Your Personal Information**

We may use the information from one Site on other Sites, all of which are owned and operated by CAFILM. We may combine information gathered from multiple portions of the Sites into a single customer record. We also use and/or combine information that we collect off-line or we collect or receive from third party sources to enhance, expand, and check the accuracy of your customer records.

### **How Do We Share Your Information?**

Except as disclosed in this Privacy Policy, we do not disclose information about your Personal Information collected online to any companies not part of the CAFILM. Although, as disclosed below, we may provide your information to certain of our partners under certain circumstances, in no event will we sell your Personal Information as part of a customer list or similar transaction.

### **Third-Party Agents**

We have third party agents, subsidiaries, affiliates and partners that perform functions on our behalf, such as hosting, billing, content syndication, content management tools, social media integration, marketing, analytics, customer service, box office ticketing, fraud protection, etc. These entities have access to the Personal Information needed to perform their functions and are contractually obligated to maintain the confidentiality and security of that Personal Information. They are restricted from using, selling, distributing or altering this data in any way other than to provide the requested services to the Sites.

### **Member List Policy**

We do not sell our membership list to other organizations. However, we periodically exchange member names and mailing addresses with other select nonprofit arts organizations for mailing purposes only using a confidential service that does not permit the other organization to review or retain a copy of the membership list. Exchange of the list allows CAFILM to expand our membership base. Members have the right to not have name and address information exchanged by responding here.

### **Business Partners and Third Parties**

We will not share your Personal Information with our business partners or sponsors without your consent. You may withdraw your consent to our sharing of your Personal Information with business partners or sponsors at any time by following the opt-out process described in this Privacy Policy.

### **Business Transition**

If CAFILM becomes involved in a merger, acquisition, or any form of sale or transfer of some or all of its assets, your information will be transferred to the acquiring entity. In such a situation, you will be provided with notice that a transfer of your information is imminent, and you will be given an opportunity to opt-out of the transfer of your information.

### **Emergency Situations**

We may also use or disclose Personal Information if required to do so by law or in the good-faith belief that such action is necessary to (a) conform to applicable law or comply with legal process served on us or the Sites; (b) protect and defend our rights or property, the Sites or our

users, and (c) act under emergency circumstances to protect the personal safety of us, our affiliates, agents, or the users of the Sites or the public.

### **How Do I Opt-Out or Correct Information About Me**

You may always opt-out of receiving communications from CAFILM or ask us to delete or correct Personal Information that CAFILM may have collected from you. If you'd like to opt-out of receiving communications from us or have your Personal Information deleted or corrected, send us a message at [privacy@cafilm.org](mailto:privacy@cafilm.org).

### **What Steps Are Taken To Keep Personal Information Secure?**

We utilize reasonable technical, physical, and administrative safeguards to protect Personal Information. However, please understand, however, that while we try our best to safeguard your Personal Information once we receive it, no transmission of data over the Internet or any other public network can be guaranteed to be 100% secure.

### **Your California Privacy Rights**

If you are a California resident, you have the right to request information from us regarding the manner in which CAFILM shares certain categories of personal information with third parties for their direct marketing purposes, in addition to the rights set forth above. Under California law, you have the right to send us a request at the designated address listed below to receive the following information:

The categories of information we disclosed to third parties for their direct marketing purposes during the preceding calendar year;  
the names and addresses of the third parties that received the information; and  
if the nature of the third party's business cannot be determined from their name, examples of the products or services marketed.

This information may be provided in a standardized format that is not specific to you. The designated email address for these requests is: [privacy@cafilm.org](mailto:privacy@cafilm.org).

Also, please note that we have not yet developed a response to browser "Do Not Track" signals, and do not change any of our data collection practices when we receive such signals. We will continue to evaluate potential responses to "Do Not Track" signals in light of industry developments or legal changes.

Your Obligations to Keep Your Access Rights Secure

You promise to: (a) provide true, accurate, current and complete information about yourself and your business as prompted by a Website's registration form (such information being the "Registration Data") and (b) maintain and promptly update the Registration Data to keep it true, accurate, current and complete. If you provide any information that is untrue, inaccurate, not current or incomplete, or CAFILM has reasonable grounds to suspect that such information is untrue, inaccurate, not current or incomplete, CAFILM has the right to suspend or terminate your account and refuse any and all current or future use of the Sites (or any portion thereof). You are entirely responsible for the security and confidentiality of your password and account. Furthermore, you are entirely responsible for any and all activities that occur under your account.

### **What Happens When I Link To or From Another Website?**

These Sites may contain links to other websites operated by affiliates of CAFILM or third parties. Please be advised that the practices described in this Privacy Policy do not apply to information gathered through these other websites. We are not responsible for the actions and privacy policies of third parties and other websites.

### **What About Contests, Sweepstakes or Games?**

When we run a contest or sweepstakes or game relating to our Sites, it will be accompanied by a set of rules. The rules for each contest, sweepstakes or game will specify how the information gathered from you for entry will be used and disclosed if it is different than as described in this Privacy Policy. In conjunction with your entry in such contest or sweepstakes, Personal Information will be collected only if you voluntarily submit to it.

### **Public Areas, Chat Rooms, Reviews, and Community Areas**

Please remember that any information you share in public areas, such as message boards or feedback sections, becomes public and anyone may take and use that information. Please be careful about what you disclose and do not post any Personal Information that you expect to keep private. Please consult the applicable guidelines, if any, for use of our chat rooms and other community areas for more information.

### **Notice to Non-US Users**

Our Sites are only intended for residents of the United States, and we do not knowingly collect information from non-U.S. residents. If you are not a resident of the United States, please do not access our Sites or provide us with any Personal Information.

By voluntarily submitting Personal Information to us, you thereby consent to the general use of such information as provided in this privacy policy and to the transfer of that information to, and/ or storage of that information in the United States.

### **Changes to This Policy**

As our Sites continue to develop, we may add new services and features to our Sites and programs. In the event that these additions affect our Privacy Policy, this document will be updated appropriately. We will post those changes prominently so that you will always know what information we gather, how we might use that information and whether we will disclose it to anyone. We do, however, recommend that you read this Privacy Policy each time you use our Sites in case you missed our notice of changes to the Privacy Policy.

### **Contact Information**

If you have any questions or concerns, please send an email to us at [privacy@cafilm.org](mailto:privacy@cafilm.org) or you may write to us at California Film Institute, 1001 Lootens Place, Suite 220, San Rafael, CA 94901.