

American Tapestry Alliance, Inc.

Privacy Policy

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Introduction

The American Tapestry Alliance, Inc. (ATA) places a high priority on protecting the privacy of our members and users of our services, including our website: <https://americantapestryalliance.org/>. This Privacy Notice explains how the American Tapestry Alliance (ATA) collects and processes your personal data. Personal data is any information that enables us to identify you, e.g. your name, address, email, or other information specific to you.

How we collect personal data

ATA only collects your personal data when at least one of these conditions applies:

- you have provided your consent (which can be withdrawn at any time).
- it is necessary to fulfill a contract with you, e.g. provide the benefits and services of your membership or execute exhibitions, workshops, or other programs in which you are taking part.
- it fulfills a legitimate interest of ATA, e.g. furthering the goals of our Mission Statement, while, at the same time, not overriding your personal rights.

ATA may collect some or all of the following personal data:

- Name
- Address
- Email
- Phone
- Website
- Social Media identifiers
- Photos of you
- Age or age range

ATA also has access to personal data collected in the following ways:

- Google Analytics collects personal data when you visit our website. Google Analytics Privacy Policy can be found [here](#).
- If you sign up to receive ATA emails through Constant Contact, they collect personal data. Constant Contact's Privacy Policy can be found [here](#).
- ATA has a Facebook account. Facebook's Privacy Policy can be found [here](#).
- ATA has an Instagram account. Instagram's Privacy Policy can be found [here](#).

- ATA has a Twitter account. Twitter's Privacy Policy can be found [here](#).
- ATA has a Pinterest page. Pinterest's Privacy Policy can be found [here](#).
- ATA has a LinkedIn account. Their privacy statement can be found [here](#).

How we use your personal data

We may use personal data for the following purposes:

- to carry out our obligations and provide services relating to your membership.
- to organize events for which you have registered, and to provide you with information, and other materials, relating to the events' content and participants.
- to organize exhibitions which you have entered, and to provide you with information, and other materials, relating to the exhibit.
- to send you our monthly email publications, *eNews* and *eKudos*.
- to respond to your questions.
- to provide you with information about other events, products and programming we offer that are similar to those in which you have taken part or shown an interest.
- to provide you with information about tapestry related events, products or services we feel may interest you.
- to assess our website and social media accounts, including troubleshooting, data analysis, testing, research, statistical and survey purposes.
- to improve our website to ensure that content is presented most effectively for you and your computer.
- as part of our efforts to keep our website safe and secure.

How we share your personal data

We may share your personal data in the following ways:

- in ATA's Membership Directory, accessible on the member's only section of the ATA's website.
- in conjunction with programming which you chose to take part in, including, but not limited to, exhibitions, workshops and retreats, awards and website programs.
- with volunteers and staff who carry out ATA's programming.

Selling your personal data

ATA does not sell personal data.

Children and privacy

ATA will only make public personal data about minors under the age of 18 if consent is given by the minor's parent or guardian.

How long we retain your personal data

We will retain your personal data for no longer than is necessary for the purpose for which the personal data is processed. In addition, we may retain and use your personal data as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements and rights, or if it is not technically reasonably feasible to remove it. Some personal data may be retained indefinitely for archival purposes.

Where we store your personal data

ATA is headquartered in the United States. If you reside outside the United States, be aware that your information may be transferred to, stored, and processed in the United States where our servers and central database are located.

In order for ATA to carry out our programming, both volunteers and staff may store personal data on their computers and may use various methods for back up. These people live in countries around the world. ATA instructs volunteers and staff to delete personal data as soon as it is no longer needed. ATA does not monitor compliance regarding this policy.

Security

Your personal data is stored on our secure server in the United States and/or in a password protected online storage account. Although we use security measures to help protect your personal data against loss, misuse or unauthorized disclosure, we cannot guarantee the security of information transmitted to us over the internet.

Your rights

Opting out of emails

If you prefer not to receive email messages from us, please let us know by clicking on the unsubscribe link within any email message that you receive, or by sending a message to us at:

manager@americantapestryalliance.org.

Cookies

What are cookies?

Cookies are small files which are stored on a user's computer. They are designed to hold a modest amount of data specific to a particular client and website, and can be accessed either by the web server or the client computer. – whatarecookies.com. Cookies are, in their simplest form, harmless. They exist to make accessing certain functionality of websites easier by remembering the browsers that visit a website. American Tapestry Alliance, Inc. (ATA) will never use "tracker" cookies to gather data on users.

Cookies on ATA's website

ATA's website, <https://americantapestryalliance.org/>, uses cookies which are necessary to site functionality, appearance, and performance. American Tapestry Alliance does not store cookie data or provide cookie data to third party companies.

How can I get rid of old "cookies?"

The easiest way is to clear your browser cookie/cache. For more information on how to do this, go to cookiepedia.co.uk/how-to-manage-cookies and look for instructions regarding the browser you are currently using.

“Do not track” signals

ATA does not respond to web browser “do not track” signals. As such, your navigation of our website may be tracked as part of the gathering of quantitative user information. If you arrive at our website by way of a link from a third-party site that does respond to “do not track” requests, the recognition of any “do not track” request you have initiated will end as soon as you reach our website.

Changes to this Privacy Policy

If we make any material changes to this Privacy Policy, or the way we use, share or collect personal data, we will notify you by revising the “Effective Date” at the top of this Privacy Policy, prominently posting an announcement of the changes on our website, or sending an email to the email address you most recently provided us (unless we do not have such an email address) at the time the new policy takes effect.

Who we are for those covered by the GDPR

For the purposes of our European members covered by the General Data Protection Regulation (GDPR), the Data Controller is the American Tapestry Alliance, Inc. (ATA), registered in the State of California, USA. P. O. Box 28600, San Jose, California, 95159-8600. ATA’s Data Protection Officer, the President, can be contacted for issues regarding the GDPR: board@americantapestryalliance.org

For members covered by the European GDPR interested in access to, correction of and/or removal of personal data please contact us: director@americantapestryalliance.org.

Contact

For further information, please contact ATA’s Administrative Manager at manager@americantapestryalliance.org.