

Privacy Policy for the Children's Museum of Denver, Inc

Privacy Policy

This website is operated by the Children's Museum of Denver, Inc ("Museum", "we", or "us"). This Privacy Policy ("Policy") explains how personal information is collected, used and disclosed by the Museum with respect to your use of the Museum's website (Site), and any other Museum Web or mobile sites that link to this Policy as well as information collected in person at the Museum or via phone or email communication (collectively referred to as the "Sites"). The Museum takes the protection of your privacy seriously, and this Policy is designed so you can make an informed decision about using the Museum's Sites and providing your personal information, if any, to the Museum. We are dedicated to protecting the privacy and personal information of individuals, especially children, who visit and interact with our Museum.

What is "personal information"?

As used in this Policy, the term "personal information" means information that is linked or reasonably linkable to an identified or identifiable individual. This includes information that specifically identifies an individual (such as a name, address, telephone number, e-mail address, driver's license, credit card or other account number), and information about that individual's activities, such as information about his or her use of the Sites, when directly linked to personally identifiable information. Personal information also includes demographic information such as date of birth, gender, geographic area and preferences when such information is linked to other personal information that identifies you. Personal information does not include "aggregate" information, which is data collected about the use of the Sites or about a group or category of users, or "de-identified information," which is information from which individual identities or other personal information has been removed such that the individual cannot be re-identified.

How do we use the personal information we collect?

We collect personal information solely for the purpose of fulfilling our mission, providing an engaging and educational experience for children and their families at our Museum, and conducting our operations as a non-profit organization. We use your personal information in the following ways:

- Contact information: To communicate with you regarding your ticket or other Museum purchase, membership, or donation; membership or ticket verification, to keep you informed about the Museum's activities and special offers; to ask for donations; or request your help in spreading the word to support our mission
- Transactional information: To complete and track financial transactions related to Museum purchases or donations

What personal information do we collect?

Active Collection: We may collect personal information directly from you, including contact information and transactional information. For example, we collect certain information you voluntarily provide to us, like when you purchase a membership or event ticket, make a clay purchase, make a donation, make a reservation for a venue rental, workshop, field trip or program, send us an email or sign up to receive our communications. Such information may include personal information (name, mailing address, email address, phone number, credit card information and communication preferences). In addition, from time to time, we may collect demographic, contact or other personal information you provide in connection with your participation in surveys, contests, and other activities we may decide to conduct on the Sites. We may also collect personal information from trusted third parties for our business purposes. As of July 1, 2023, we will not collect personal information of a child.

Passive Collection: When you use the Sites, some additional information about you may also automatically be collected, such as your Internet Protocol (IP) address, your operating system, the browser type, the address of a referring website, and your activity on our Sites.

Cookies and Web Beacons: A cookie is a tiny text file that is stored on your computer, but which does not itself contain any personal information. We use cookies to tailor your experience on our Sites according to the preferences you have specified, and for Sites at which you create a personalized account, to save you the effort of having to log in or provide information each time you visit our Sites. When you visit our Sites, we attempt to access the cookie file that we have stored on your computer. We cannot and do not access any information stored in a cookie by other, non-Museum websites.

Information obtained from cookies and linked to personally identifying information is treated as personal information. You have choices with respect to cookies. By modifying your browser preferences, you have the choice to accept all cookies, to be notified when a cookie is set, or to reject all cookies. If you wish to block, erase, or be warned of cookies, please refer to your browser manufacturer to learn about these functions. However, note that if you reject some or all cookies, your experience at our Sites and on other websites may not be complete and you may be unable to access or use certain content or services.

We also use “Web beacons” on the Sites. Web beacons are small, graphic images on a Web page or Web-based document or email message that we might use to better understand your viewing preferences. Beacons collect the IP address of the computer that the Web beacon is sent to, the URL of the page the Web beacon comes from and the time it was viewed. Web beacons can also be linked to personal information.

What information is shared with third parties?

We respect your privacy, and information about our friends and Site visitors is one of our most important assets. It is therefore the Museum’s policy not to share the personal information we collect from you through our Sites with third parties, except as described in this Policy or as otherwise disclosed on the Sites. Personal information, like contact and transactional information, that we maintain is made available to others for the following, limited purposes:

- with vendors, consultants, other cultural organizations, and other service providers or volunteers who are engaged by or working with us, and who need access to such information to carry out this work;
- when you give us your consent to do so;
- may be sold to like-minded cultural organizations for membership offerings and event communications
- when we believe in good faith that we are lawfully authorized or required to do so or that doing so is reasonably necessary or appropriate to comply with the law or legal processes or respond to lawful requests, claims or legal authorities, including responding to lawful subpoenas, warrants, or court orders;
- when we believe in good faith that doing so is reasonably necessary or appropriate to respond to claims or to protect the rights, property, or safety of the Museum, our users, our employees, our volunteers, copyright owners, third parties or the public, including without limitation to protect such parties from fraudulent, abusive, inappropriate, or unlawful activity or use of our Sites;
- to enforce or apply this Policy, our Terms of Service, or our other policies or agreements; and
- in connection with, or during negotiations of, any reorganization, asset sale or transfer, financing or lending transaction or in any other situation where personal information may be disclosed or transferred as one of the assets of the Museum.

We are not responsible for any additional information you provide directly to any third parties and we encourage you to become familiar with their privacy practices before disclosing information directly to any such parties. Nothing herein restricts the sharing of aggregated or anonymized information, which may be shared with third parties without your consent.

External Links

The Museum's Sites may provide links to external web sites for your convenience. The links and information these sites contain are not monitored by us and those sites are subject to their own privacy policies. We are not responsible for the content, accuracy or practices of these sites nor do we endorse these sites or content provide thereon.

Our Commitment to Data Security

To prevent unauthorized access to your personal information, maintain data accuracy, and ensure the correct use of information, we implement strict administrative, technical, and physical safeguards to protect personal information from unauthorized access, loss, misuse, or alteration, with specific attention to the sensitive nature of children's personal information. We conduct data protection assessments to ensure the security of your data.

Data Minimization

We only collect personal information that is adequate, relevant, and limited to the purposes of fulfilling our mission, providing services, and conducting our operations as a non-profit organization.

“Opting out”

You may “opt out” of receiving text messages, email updates and newsletters by following the instructions in those text messages and emails, or by contacting us directly. Please note that we may still send you other types of emails, such as emails about your use of our Sites, or information as otherwise described in this Policy, even if you opt out of receiving email updates and newsletters.

You may elect to “opt out” of all communications from the Children’s Museum, and also “opt out” of the sale of your data, or its use in targeted advertising or profiling.

To opt out of any of the above, please submit the *Data Request Form* located on the bottom of [this page](#) to Information@cmdenver.org or visit the Museum and ask the front desk for a physical *Data Request Form*.

Requesting to Access, Correct, or Delete Your Data

The Colorado Privacy Act provides consumers the right to access, correct, and delete personal information, as well as the right to data portability. The consumer will be required to authenticate their identity as the person making the request. For requests to access, delete, and correct your information, the information that you provide will be analyzed to determine whether we can reasonably verify your identity. We may need to obtain additional information from you to process your request. For example, if we determine that the information provided is not sufficient for verification, you may be prompted to answer a few questions.

To request, correct, or delete your data, please submit the *Data Request Form* located on the bottom of [this page](#) to Information@cmdenver.org or visit the Museum and ask the front desk for a physical *Data Request Form*.

Legal Guardians/Authorized Agents: If you are a legal guardian/authorized agent acting on behalf of another individual, please submit the *Data Request Form For Authorized Agents* located on the bottom of [this page](#) to Information@cmdenver.org or visit the Museum and ask the front desk for a physical *Data Request Form For Authorized Agents*. We will contact you for additional information and proof of authorization to act on the other person’s behalf once your request has been received.

If you submit a physical *Data Request Form For Authorized Agents*, we will send you an email asking you to confirm your email address. Please respond to this email within six (6) days or your request will expire. Please check your spam/junk folder to ensure you do not miss the confirmation request email.

If your request to access, correct or delete your data is denied for any reason, you may appeal the decision by submitting the *Data Request Form* located on the bottom of [this page](#) to Information@cmdenver.org or visiting the Museum and asking the front desk for a physical *Data Request Form*. You will be asked additional questions to help us verify your identity.

Changes to this Privacy Policy

We regularly review and update our privacy practices and may amend this Policy. Any revisions to this Policy will be communicated through appropriate channels. We encourage you to periodically review this Policy to be informed of how we are committed to protecting your information and providing you with improved content on our Sites.

By using the Museum's Sites, you signify your agreement with the terms of this Policy.

If you have any questions you can contact the Museum at:

2121 Children's Museum Drive
Denver, CO 80211
Information@cmdenver.org

Privacy Policy last updated: June 30, 2023