

MILKBAR GDPR PRIVACY POLICY

EFFECTIVE MAY 25th, 2018

- We are thoughtful about the personal information we ask you to provide and the personal information that we collect about you through the operation of our services which include email announcement lists of upcoming events and workshops in California as well as elsewhere as well as workshop and studio rental at our physical location.
- We do use your contact information to send occasional announcements of events, workshops, classes studio rentals and related announcements by the MilkBar and our member artists on an occasional basis.
- We **do not** host any third party or paid advertising of any kind on our sites nor do we share or provide your personal information for any third party advertising.
- We store personal information for only as long as we have a reason to keep it.
- We aim to make it as simple as possible for you to control what information we may have.
- We aim for full transparency on how we gather, use, and share your personal information.
- You can request that your information be used only for announcements by a given member artist. We will attempt to accommodate this when technically possible, but in some cases may require you to unsubscribe and re-subscribe to a new list.

Below is our Privacy Policy, which incorporates and clarifies these principles.

Who We Are and What This Policy Covers

Howdy! The MilkBar is an artist run collective that serves as the home studio for a number of San Francisco Bay Area artists, provides artists residency space, rehearsal and workshop space to others and helps present and host events by our member artists from time to time both at our physical location in Richmond, CA and other locations. Artist members may also from time to time share information about upcoming events by member artists that are not hosted by the MilkBar but involve a member or resident artist.

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This Privacy Policy applies to information that we and our member artists collect about you when you use:

- Our websites (including milkbar.org and sites of our affiliated resident artists and projects including but not limited to maryarmentroutdancetheater.com, ianwinters.com, evelynficarra.net, evelynficarra.com, merlinman.com, listeningcreates.org, summerwinterspring.com, 37north.com) that use this privacy policy.

- Resident member artists and companies using this privacy policy currently include **Mary Armentrout, Mary Armentrout Dance Theater, Ian Winters, 37 North Inc (the production company for Ian Winters), Evelyn Ficarra, and Merlin Coleman.**
- Our space profile and payment system on bayareaspace.org, dancersgroup.org, Eventbrite.com, brownpapertickets.com along with other mobile and online service providers such as Akismet, MailChimp, I-Themes Security, Rackspace, Google, digital ocean and others;
- Communication with our social media profile(s) and the social media profiles on services which may include Facebook, twitter, Instagram and linkedin of our affiliated artists and projects.
- Attendance, use of or participation in an space rental, event, performance, workshop at our physical location in Richmond, CA or other temporary venues worldwide where we may present events from time to time.

Throughout this Privacy Policy we'll refer to the above collectively as "Services."

Please note that this Privacy Policy does not apply to any of our products or services or products or services of member artists that have a separate privacy policy.

Below we explain how we collect, use, and share information about you, along with the choices that you have with respect to that information.

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Information We Collect

We only collect information about you if we have a reason to do so—for example, to provide our Services, to communicate with you, or to make our Services better.

We collect information in three ways: if and when you provide information to us, automatically through operating our Services, and from outside sources. Let's go over the information that we collect.

Information You Provide to Us

It's probably no surprise that we collect information that you provide to us. The amount and type of information depends on the context and how we use the information. Here are some examples:

- **Basic Account Information:** We ask for basic information from you in order to set up your account. For example, we require individuals who sign up for our mailing list to provide a username and email address—and that's it. You may provide us with more

information—like your name—but we don't require that information to join our mailing list.

- **Transaction and Billing Information:** If you buy something from us or donate to us—for example a workshop from one of our participating artists, rental of our space, a donation of money to support our work, or purchase of performance ticket you will provide additional personal and payment information that is required to process the transaction and your payment, such as your name, credit card information, and contact information.
- **Content Information:** Depending on the Services you use, you may also provide us with information about you in draft and published content (such as providing images of your work for promotional purposes to us, your work being documented via video and audio recording when participating on a performance or exhibition, or by responding to an audience or participant survey). If we use content provided by you for marketing for marketing -- you will be identifiable unless you request otherwise. This might be obvious to you...but it's not to everyone, and is a required part of GDPR compliant notices!
- **Communications With Us (Hi There!):** You may also provide us information when you respond to surveys, communicate with our member artists by email or social media.
- ***Information We Collect Automatically***

We also collect some information automatically:

- **Log Information:** Like most online service providers, we collect information that web browsers, mobile devices, and servers typically make available, such as the browser type, IP address, unique device identifiers, language preference, referring site, the date and time of access, operating system, and mobile network information. We collect log information when you use our Services—for example, when you edit your mailing list profile.
- **Usage Information:** Our service providers collect information about your usage of our Services that are provided by them. For example, Bayareaspaces.org collect information about the actions that users take when booking information through Bayareaspaces.org or donate to us through dancersgroup.org.
- **Location Information and analytics:** We may determine the approximate location of your device from your IP address. We collect and use this information to, for example, calculate how many people visit our Services from certain geographic regions.
- **Information from Cookies & Other Technologies:** A cookie is a string of information that a website stores on a visitor's computer, and that the visitor's browser provides to the website each time the visitor returns. Pixel tags (also called web beacons) are small blocks of code placed on websites and emails. MilkBar and affiliated artists website may use cookies and other technologies like pixel tags to help us identify and track visitors, usage, and access preferences for our Services, as well as track and understand email campaign effectiveness.
- **Information collected by third – party social media services:** Interactions with third-party social media services such as Facebook are controlled by the service and privacy policies of that service. While it may be obvious, MilkBar and its affiliated artists have no control of information collected by a social media service when you interact with that service. If you have concerns about the information gathered about you by a social media

provider (and you should (!)) please address those concerns to the provider of your social media service.

Information We Collect from Other Sources

We may also get information about you from other sources including social media. For example, if you like a post on Social Media, we may receive automatically information from that service (such as your username, basic profile information, and friends list) depending on the service and your privacy settings with that service.

We may also get information, such as a mailing address, from third party services about individuals who are not yet our users (...but we hope will be!), which we may use, for example, for marketing and advertising purposes like postcards and other mailers advertising our services.

How And Why We Use Information

Purposes for Using Information

We use information about you as mentioned above and for the purposes listed below:

- To provide our Services—for example, to provide studio space, rehearsal space, workshops and art events, as well as to let you know about upcoming events by us and our affiliated and resident artists;
- To further develop and improve our Services—for example by adding new features that we think our users will;
- To monitor and analyze trends and better understand how users interact with our Services, which helps us improve our Services and make them easier to use;
- To measure, gauge, and improve the effectiveness of our advertising, fundraising and outreach, and better understand audience and user retention and attrition—for example, we may analyze how many individuals purchased a plan after receiving a marketing message or the features used by those who continue to use our Services after a certain length of time;
- To monitor and prevent any problems with our Services, protect the security of our Services, detect and prevent fraudulent transactions and other illegal activities, fight spam, and protect the rights and property of MilkBar and others, which may result in us declining a transaction or the use of our Services;
- To communicate with you, for example through an email, about offers and promotions offered by Milkbar and resident or affiliated artists we think will be of interest to you, solicit your feedback, or keep you up to date on MilkBar and our Services; and
- To personalize your experience using our Services, target our marketing messages to groups of our users and audience (for example, sending emails to those who live in a particular geographic area where an event takes place or have been a regular workshop attendee rather than our entire list).

Legal Bases for Collecting and Using Information

A note here for those in the European Union about our legal grounds for processing information about you under EU data protection laws, which is that our use of your information is based on the grounds that:

- (1) The use is necessary in order to fulfill our commitments to you under our agreements with you or is necessary to administer your account—for example, in order to enable access to our website on your device, provide ticket or attendance to an event, or enroll you in a workshop; or
- (2) The use is necessary for compliance with a legal obligation; or
- (3) The use is necessary in order to protect your vital interests or those of another person; or
- (4) We have a legitimate interest in using your information—for example, to provide and update our Services, to improve our Services so that we can offer you an even better user experience, to safeguard our Services, to communicate with you, to measure, gauge, and improve the effectiveness of our advertising, and better understand user retention and attrition, to monitor and prevent any problems with our Services, and to personalize your experience; or
- (5) You have given us your consent—for example before we place certain cookies on your device and access and analyze them later on, as described in our [Cookie Policy](#).

Sharing Information

How We Share Information

We do not sell our users' private personal information.

We share information about you in the limited circumstances spelled out below and with appropriate safeguards on your privacy:

- **Subsidiaries, Employees, and Independent Contractors:** We may disclose information about you to our subsidiaries, our employees, and individuals who are our independent contractors that need to know the information in order to help us provide our Services or to process the information on our behalf. We require our subsidiaries, employees, and independent contractors to follow this Privacy Policy for personal information that we share with them.
- **Third Party Vendors:** We may share information about you with third party vendors who need to know information about you in order to provide their services to us, or to provide their services to you or your site. This group includes vendors that help us provide our Services to you (like payment providers and space rental services that process your credit and debit card information, fraud prevention services that allow us to analyze fraudulent payment transactions, postal and email delivery services that help us stay in touch with you, those that assist us with our marketing efforts (e.g. by providing tools for identifying a specific marketing target group or improving our marketing campaigns), those that help us understand and enhance our Services (like analytics providers), and companies that make provide extensions on our website for purposes such

as security, payments and mailing lists, who may need information about you in order to, for example, provide technical or other support services to you.

- **Legal Requests:** We may disclose information about you in response to a subpoena, court order, or other governmental request.
- **To Protect Rights, Property, and Others:** We may disclose information about you when we believe in good faith that disclosure is reasonably necessary to protect the property or rights of MilkBar, third parties, or the public at large. For example, if we have a good faith belief that there is an imminent danger of death or serious physical injury, we [may disclose information related to the emergency without delay](#).
- **Business Transfers:** In connection with any merger, sale of company assets, or acquisition of all or a portion of our business by another company, or in the unlikely event that MilkBar goes out of business or enters bankruptcy, user information would likely be one of the assets that is transferred or acquired by a third party. If any of these events were to happen, this Privacy Policy would continue to apply to your information and the party receiving your information may continue to use your information, but only consistent with this Privacy Policy.
- **With Your Consent:** We may share and disclose information with your consent or at your direction. For example, we may share your information with third parties with which you authorize us to do so, such as the social media services that you connect to our event postings.
- **Aggregated or De-Identified Information:** We may share information that has been aggregated or reasonably de-identified, so that the information could not reasonably be used to identify you. For instance, we may publish aggregate statistics about the use of our Services with funders in order to demonstrate audience engagement.

Information Shared Publicly

Information that you choose to make public is—you guessed it—disclosed publicly.

At this time only information publicly shared with us via social media and information specially sent by you to us via email for posting on online on our website for promotion is available to third parties and search engines.

Public information may also be indexed by search engines or used by third parties.

Please keep all of this in mind when deciding what you would like to share.

How Long We Keep Information

We generally discard information about you when we no longer need the information for the purposes for which we collect and use it—which are described in the section above on How and Why We Use Information—and we are not legally required to continue to keep it.

For example, our web host keeps the web server logs that record information about a visitor to one of MilkBar’s websites, such as the visitor’s IP address, browser type, and operating system, for approximately 30 days. We retain the logs for this period of time in order to, among other

things, analyze traffic to MilkBar’s websites and investigate issues if something goes wrong on one of our websites.

After the thirty days are up, the deleted content may remain on our web hosts backups and caches until purged.

Security

While no online service is 100% secure, we work very hard to protect information about you against unauthorized access, use, alteration, or destruction, and take reasonable measures to do so, such as monitoring our Services for potential vulnerabilities and attacks.

Choices

You have several choices available when it comes to information about you:

- **Limit the Information that You Provide:** If you have an account with us, you can choose not to provide the optional account information, profile information, and transaction and billing information. Please keep in mind that if you do not provide this information, certain features of our Services—for example, online payment for services, tickets, and others—may not be accessible.
- **Limit Access to Information On Your Mobile Device:** Your mobile device operating system should provide you with the ability to discontinue our ability to collect stored information or location information via our mobile apps. If you do so, you may not be able to use certain features (like adding a location to a photograph, for example).
- **Opt-Out of Electronic Communications:** You may opt out of receiving promotional messages from us. Just follow the instructions in those messages. If you opt out of promotional messages, we may still send you other messages, like those about your account and legal notices.
- **Set Your Browser to Reject Cookies:** At this time, most MilkBar controlled sites respect “do not track” signals, but Third-Party service providers may not. However, you can usually choose to set your browser to remove or reject browser cookies before using a third party service provider’s websites, with the drawback that certain features of service providers websites may not function properly without the aid of cookies.
- **Close Your Account:** While we’d be very sad to see you go, if you no longer wish to receive emails or social media announcements you can unsubscribe from our mailing list. Please keep in mind that we may continue to retain your information after closing your account, as described in How Long We Keep Information above—for example, when that information is reasonably needed to comply with (or demonstrate our compliance with) legal obligations such as law enforcement requests, or reasonably needed for our legitimate business interests.

Your Rights

If you are located in certain countries, including those that fall under the scope of the European General Data Protection Regulation (AKA the “GDPR”), data protection laws give you rights

with respect to your personal data, subject to any exemptions provided by the law, including the rights to:

- Request access to your personal data;
- Request correction or deletion of your personal data;
- Object to our use and processing of your personal data;
- Request that we limit our use and processing of your personal data; and
- Request portability of your personal data.

You can usually access, correct, or delete your personal data using your account settings and tools that we or our service providers offer, but if you aren't able to do that, or you would like to contact us about one of the other rights, scroll down to How to Reach Us to, well, find out how to reach us.

EU individuals also have the right to make a complaint to a government supervisory authority.

Controllers and Responsible Companies

MilkBar's Services are physically available in the USA in CA. They may be incidentally accessible via the internet to users worldwide.

Depending on the Services you use, more than one company may be the controller of your personal data. Generally, the "controller" is the MilkBar or MilkBar artist that entered into the contract with you under the Terms of Service for the product or service you use. In addition, Milkbar.org our US-based organization, is the controller for some of the processing activities across all of our Services worldwide.

The chart below explains the controllers for processing your personal information. We use the term "Designated Countries" to refer to Australia, Canada, Japan, Mexico, New Zealand, and all countries located in the European continent.

If you reside outside of the Designated Countries :

The MilkBar
241A South 1st St.
Richmond, CA 94804

If you reside in the Designated Countries :

The MilkBar
241A South 1st St.
Richmond, CA 94804

How to Reach Us

If you have a question about this Privacy Policy, or you would like to contact us about any of the rights mentioned in the Your Rights section above, please [contact us](#).

Other Things You Should Know (Keep Reading!)

Transferring Information

Because MilkBar's online Services are accessible worldwide, the information about you that we process when you use the Services in the EU may be used, stored, and/or accessed by individuals operating outside the European Economic Area (EEA) who work for us, other members of our group of companies, or third party data processors. This is required for the purposes listed in the How and Why We Use Information section above. When providing information about you to entities outside the EEA, we will take appropriate measures to ensure that the recipient protects your personal information adequately in accordance with this Privacy Policy as required by applicable law. These measures include:

- In the case of US based entities, entering into European Commission approved standard contractual arrangements with them, or ensuring they have signed up to the [EU-US Privacy Shield](#); or
- In the case of entities based in other countries outside the EEA, entering into European Commission approved standard contractual arrangements with them.

You can ask us for more information about the steps we take to protect your personal information when transferring it from the EU.

Ads and Analytics Services Provided by Others

Ads appearing on any of our Services may be delivered by advertising networks. Other parties may also provide analytics services via our Services. These ad networks and analytics providers may set tracking technologies (like cookies) to collect information about your use of our Services and across other websites and online services. These technologies allow these third parties to recognize your device to compile information about you or others who use your device. This information allows us and other companies to, among other things, analyze and track usage, determine the popularity of certain content, and deliver advertisements that may be more targeted to your interests. Please note this Privacy Policy only covers the collection of information by MikBar and affiliated artists and does not cover the collection of information by any third party advertisers or analytics providers.

Privacy Policy Changes

Although most changes are likely to be minor, MilkBar may change its Privacy Policy from time to time. Milkbar encourages visitors to frequently check this page for any changes to its Privacy Policy. If we make changes, we will notify you by revising the change log below, and, in some cases, we may provide additional notice (such as adding a statement to our homepage or sending you a notification through email). Your further use of the Services after a change to our Privacy Policy will be subject to the updated policy.

That's it! Thanks for reading.