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www.cmsouthernmn.org, (the “Site”), owned and operated by the Children’s Museum of Southern Minnesota (“we”, “us”, or “our”) respects your privacy and takes protecting it seriously. Through this Site, we may collect certain information about you. This information may identify an individual user and/or could be used to contact or locate an individual user.

When you use this Site, you are consenting to the collection, transfer, storage, disclosure, and other use of your information as described in this Privacy Policy. Please review this Privacy Policy carefully.

This Privacy Policy explains what information we collect from you, how we use that information, when/if we disclose that information to third parties, how we protect your information, and your rights as a user of this site and owner of your information.

This Privacy Policy only applies to this Site and to the communications, products, and services provided through this Site. It does not apply to any third-party site or service linked to, recommended by, or referred by this Site.

Age of Consent

By using this Site, you confirm you are at least 18 years of age. We do not knowingly solicit or collect personally identifiable information from anyone under the age of 18 on this Site. If you believe we have personal data from a child under the age of 18, please contact us at hello@cmsouthernmn.org to have that child’s information removed from our system.

What is Personally Identifiable Information?

Personally Identifiable Information is data that may identify you. This includes name, address, email address, telephone number, IP address, cookies, usage data, password, or any other identifying information where you can be contacted, online or offline.

We do not rent, sell, share, or otherwise make your personal data available to any person or business, except as required to provide the products and services on this Site.

What information is collected and how it is used

Information provided by you

- If you comment on our Site, sign up for our email newsletter, or contact us through the Contact Us page on our Site, we will collect your name and email address. This information may be made available to a third-party email delivery service. You may unsubscribe any time by clicking the link at the bottom of any email. If you have any issues, please contact us at hello@cmsouthernmn.org.
- If you make a purchase from this Site, we may collect name, email address, telephone number, address, and/or credit card number. We use third party vendors to process payments. By making a purchase, you give them access to personal data including your name, email address, and credit card information. We do our best to choose vendors carefully. However, we are not liable for any data breaches and are not responsible for any damages or harm incurred as a

result of these third-party vendors. We only have access to your name and email when you make a purchase. We do not have access your credit card information.

- If you create a user profile on our Site, you will be asked to create a username and password. We may access your name and username, but we do not have access to your password.

This information may be used to create your account, to deliver email newsletters and updates, to respond to messages/emails from you, to communicate with you about products and services you've purchased, to offer you additional products and services, and/or to bill you. We also use that information to the extent necessary to enforce the Site Terms of Use and to prevent imminent harm to persons or property.

Information provided automatically or by others

Other information may be collected automatically, like Google Analytics. This information may include things like location, where you go on this Site, when you visit, what links you click, your IP address, your browser type/version, and what type of device you're connecting from. This information is used as statistical data only and does not include personal data. This information may be used by others to personalize ads.

Some third parties may use cookies or other tracking methods to collect similar information.

This information is used to create content, products, and/or services we think would be beneficial to you. We also use this information to track advertising and improve user experiences on our Site.

Cookies

We also use cookies to collect certain information from all users, including web visitors who don't buy anything. A cookie is a string of data our system sends to your computer and then uses that data to identify your computer when you return to our Site.

Cookies give usage data like how often you visit, where you go on the Site, and what you do on the Site. Cookies also help provide a more customized experience when you visit our Site.

You can refuse to accept cookies by using the setting on your web browser. You can also delete past cookies in the same way. However, if you refuse cookies, you may not be able to use all the features on our Site.

We use cookies so our Site can remember you and provide you with the information you mostly likely need. For example, to save your preferences and improve your user experience.

We use cookie information to compile statistical information about the use of our Site, such as the time users spend on the Site and the pages they visit most often. Those statistics do not include personal data like name, email address, etc.

We may have third-party content and/or advertisements on this Site that use cookies. We do not have control over these third-party cookies. If you have any questions or concerns, you should contact the third-party directly.

Types of cookies we use

- **Strictly necessary cookies:** These cookies are used to browse the Site and use its features. This includes things like saving your sessions, login details, and other information required to carry out other activities. These are used to save your browsing preferences and optimize your experience on the Site.
- **Analytics cookies:** These cookies are used to track where you go on the Site and when you visit. This information is used to track traffic to the Site and may be used to personalize ads.
- **Security cookies:** These cookies are used to detect malware, viruses, and monitor for breaches to our Terms of Use
- **Customization cookies:** These cookies allow the Site to save your information like logins and usernames to make it easier for you to use the Site.
- **Social media cookies and pixels:** These cookies make it possible to share Site content on social media like Facebook, Pinterest, Twitter and other external platforms.
- **Targeting or advertising cookies:** These cookies are used to monitor your browsing activity before and after you use the Site to personalize ads relevant to your interests. This information may be shared with third party ad networks.

Disclosure to 3rd parties

As required by law

We may disclose your personal data to attorneys, collection agencies, or law enforcement authorities if required by law.

Third-party service providers

We may use third-party vendors to provide various services on this Site. These third-party services will be governed by their individual privacy policies. If you have any questions about these third-parties' privacy practices, you should consult their specific privacy policies or reach out to them directly. We use the following third-party providers:

Email service provider—we use Mailchimp as our email service provider. We use Elementor, Mailchimp, Blackbaud to collect names and email addresses and to use that information to deliver email newsletters, updates, and/or email marketing.

Payment processor—we use Blackbaud Altru to process payments for our ecommerce business. Blackbaud Altru will have access to your personal data including name, address, and credit card number. However, we only receive information to fulfill your order and have no access to your payment information.

Other third parties

We may disclose personally identifiable information to contractors, service providers, and other third parties we use to reasonably support our business. We will only share your personal data with these third-parties to the extent necessary to provide our product and/or services to you.

In the event our business, or a portion thereof, is sold, or otherwise transferred, including bankruptcy, we may share personal data in connection with this transaction.

How we protect your information

We employ data security tools to protect your personal data from unauthorized access, use, alteration, and disclosure.

In addition to general security practices, we use the following to protect your personal data:

- Malware scanning
- Secure Socket Layer (SSL) certificate

In the event of a data security breach, we will contact you and/or the relevant authorities as required by law.

Unfortunately, even with these measures, we cannot guarantee the security of your personal data. By using our Site, you acknowledge and agree that we make no such guarantee and you use the Site at your own risk.

California Privacy Rights

As a California resident, you may request certain information regarding our disclosure of your personal data to third parties for their marketing purposes. To request this information, please contact us at hello@cmsouthernmn.org.

European Union Privacy Rights

Data Storage

This Site is a US based site, so any information received will be transferred outside the European Economic Area (“EEA”). By using this Site and providing your personal data you agree to the transfer, storage, and processing of your data outside the EEA.

Data Retention

We will store and process your personal data for as long as necessary to carry out the purpose it has been collected or until consent is withdrawn. After this period expires, we will delete your personal data. Therefore, some of your rights, such as right to access, right to erasure, right to change, and the right to move. All your rights relevant to your data are listed in a subsequent section of this Privacy Policy. If you have any questions, please contact us at hello@cmsouthernmn.org.

Lawful Basis of Processing Personal data

We may process your personal data if:

- You have given consent for one or more specific purposes;
- The data is necessary to fulfill our agreement and/or obligations to you;
- It is necessary to fulfill our legal obligations;
- It is necessary for the purposes of a legitimate interests of us or a third-party.

Rights under GDPR

If you are located in the European Union, you have certain rights under GDPR (General Data Protection Regulation). You have a right to:

- Withdraw your consent at any time;

- Object to the processing of your personal data;
- Access your data;
- Verify and change your data;
- Restrict processing of your data;
- Have your personal data deleted and/or removed;
- Receive and move your personal data;
- Lodge a complaint.

You can exercise these rights by contacting us at hello@cmsouthernmn.org. You can exercise these rights free of charge and your request will be processed as soon as possible and always within 30 days.

Rights of users

You can deny, access, delete, change, withdraw, and/or review the personal data provided to us at any time. However, if you decline to provide some personal data, we may not be able to provide certain services to you.

If you want to have your personal data deleted, please contact us at hello@cmsouthernmn.org. We may be required by law to archive your information.

Notification of changes

We may change this Privacy Policy at any time by posting a new version on this page or a successor page. The new version will become effective on the date it's posted, which will be listed at the top of the page as the new "Effective Date".

Contact information

This Site is owned and operated by the Children's Museum of Southern Minnesota. For purposes of GDPR, our Data Controller is the Children's Museum of Southern Minnesota. Our mailing address is 224 Lamm St, Mankato, MN 56001. If you have any questions or comments about this Privacy Policy, please contact us at hello@cmsouthernmn.org.