

## **Hudson River Park Privacy Policy**

Last Updated: October 2020

This website is operated by Hudson River Park Trust and Hudson River Park Friends (collectively, “HUDSON RIVER PARK”). This Privacy Policy explains how HUDSON RIVER PARK collects and uses information associated with you and your visit to this website. It also explains how HUDSON RIVER PARK handles that information.

This Privacy Policy applies to Hudson River Park Trust as the owner and registrant of the website (hudsonriverpark.org) as well as Hudson River Park Friends, the designated fundraising partner of Hudson River Park Trust.

Your use of this website constitutes consent to the terms of this privacy policy.

### **I. What information does HUDSON RIVER PARK collect, and how is it used?**

#### **A. Information About You**

As you use this website, you may be prompted to voluntarily enter information if you sign up for a mailing list, become a supporter, schedule a field trip, register to attend an event occurring in the park or occurring virtually, attend or participate in events that require registration, or contact HUDSON RIVER PARK. You may choose not to submit this information to HUDSON RIVER PARK. Your choice not to provide this information may limit your ability to receive updates from HUDSON RIVER PARK, donate to HUDSON RIVER PARK, participate in certain events hosted by HUDSON RIVER PARK, or contact HUDSON RIVER PARK. It will not affect your ability to use other features of this website.

##### **1. Newsletter Sign Up Information**

If you choose to sign up for the email newsletter to stay informed about the park, HUDSON RIVER PARK will collect your email address. Newsletter information is processed by a third-party vendor, and any information submitted to that vendor is also subject to the privacy policy and security protections of that vendor. HUDSON RIVER PARK uses email addresses submitted in this manner in order to distribute the newsletter to users that request it.

##### **2. Supporter Information**

If you choose to become a supporter of the park, HUDSON RIVER PARK will collect your name, email address, phone number (if submitted), home address, and the amount of your contribution. If you choose to become a supporter using the “Tribute” option, HUDSON RIVER PARK will collect the name and address of the honoree. HUDSON RIVER PARK uses information submitted in this manner to provide written communications about supporting the park through giving (including, without limitation, thank you notes and opportunities for further support), volunteer activities, and community partnerships.

Payments are processed by a third-party vendor, and any information submitted to that vendor is also subject to the privacy policy and security protections of that vendor. HUDSON RIVER PARK will *not* receive your credit card information via this payment mechanism.

### 3. Field Trip and Event Information

If you choose to apply to schedule a field trip, HUDSON RIVER PARK will collect contact information for the applicant's school and the point-of-contact for the trip, information about the size, grade, subject, and any special or economic needs of the applicant's class, logistical information about the requested visit, information about prior visits to the park or other similar programs, and the applicant's agreement to policies relating to field trip applications. HUDSON RIVER PARK uses information submitted in this matter in order to schedule and plan field trips, as well as to inform planning and strategy for field trip programming.

Certain events at the park request or require registration. Upon your registration, HUDSON RIVER PARK will collect information including your name, email address, zip code (optional), and the event you registered for. When registering, you will also have the option to subscribe to HUDSON RIVER PARK's newsletter, which is addressed above in Section I.A.1. Registration information is processed by a third-party vendor, and any information submitted via that vendor is also subject to the privacy policy and security protections of that vendor. HUDSON RIVER PARK uses event registration information for planning purposes, such as ensuring sufficient resources are allocated to an event, and in order to distribute updates and other information about an event. If you choose not to submit this registration information you may not be able to receive information about events, and you may not be able to attend certain events.

### 4. Contact Us Information

If you send an email message to HUDSON RIVER PARK while using the website, such as through the [Contact Us](#) page, HUDSON RIVER PARK will collect your email address and the contents of your message. This information is not limited to text characters, and may include any text, audio, video, and graphic information formats included in the message.

### 5. Other Information

If you complete a voluntary sign-up option for business, career or internship opportunities, or other voluntary sign-up opportunities to work with HUDSON RIVER PARK while using the website, such as through the [Work with Us](#) page, HUDSON RIVER PARK may collect your email address and the contents of your message. This information is not limited to text characters, and may include any text, audio, video, and graphic information formats included in the message.

HUDSON RIVER PARK will use your email address and the contents of your message to respond to you, address any issues identified in your message, or improve this website.

#### B. Information About Your Visit to the Website

HUDSON RIVER PARK collects certain information automatically in the normal operation of this website. HUDSON RIVER PARK collects this information using cookies as well as third-

party analytics tools. HUDSON RIVER PARK does not collect any other information about your visit through this website unless you voluntarily submit it through this website.

## 1. Cookies

HUDSON RIVER PARK occasionally uses “cookies” which are small text files stored on your computer by your Internet browser during your visit to this website that uniquely identify a user of the website.

HUDSON RIVER PARK uses cookies in order to customize the website according to the preferences and interests of website users based on overall web page traffic. HUDSON RIVER PARK also uses cookies in order to track website visitors to understand daily, seasonal, and annual trends and to identify areas on the website that are the most frequently used. HUDSON RIVER PARK reviews and analyzes the compiled data to improve the website, including troubleshooting and improving the website’s functionality.

You can delete cookies from your hard drive at any time or configure your browser to reject cookies. Refusing or deleting cookies may limit your ability to take advantage of some features of this website, such as downloading certain documents on the website without providing your email information and using pop-up materials without delays that are specific for first time website visitors.

You can learn more about cookies in the help documentation for your web browser.

## 2. Third-Party Analytics Services

HUDSON RIVER PARK uses third-party analytics services, including but not limited to Google Analytics and Crazy Egg. These services use cookies and other technologies to collect certain information about your use of this website.

### a. Google Analytics

Google Analytics and other comparable services that use cookies to collect, gather, and analyze data about the behavior of visitors to the website. Google Analytics collects information such as:

- The Internet Protocol address (“IP address”) of the device that requested access to the website. This is a numerical identifier assigned to your Internet service provider or directly to your computer. It is used to direct Internet traffic to you.
- The geographic location of the device used to access the website.
- The domain name of your Internet Service Provider.
- The type of Internet browser you used to access this website.
- The operating system on the computer you used to access this website.
- The date and time at which you visited this website.

- The web pages or services you accessed at this website.
- The URL (or web site address) of the website you visited prior to coming to this website and from which any page on this website was linked.
- If you downloaded a form, the form that was downloaded.

HUDSON RIVER PARK uses the information collected via Google Analytics in order to improve the content of this website, including through statistical analysis to determine what information or virtual events or programs are of the most and least interest to visitors. HUDSON RIVER PARK also uses this information in order to identify system performance issues or other problems with the website.

You may opt out of the automatic data collection by Google Analytics by using the opt-out browser add-on available [here](#). Please note that opting out of Google Analytics tracking may limit certain functions of the website.

b. Crazy Egg

HUDSON RIVER PARK uses Crazy Egg, which is a service that uses cookies to collect information about how visitors engage with the website, including how they navigate it and the most commonly clicked links.

HUDSON RIVER PARK uses the information collected via Crazy Egg in order to improve the content of this website, including to optimize the user experience and performance of the website.

Instructions for how to opt out of tracking by Crazy Egg are available [here](#). Please note that opting out of Crazy Egg tracking may limit certain functions of the website.

**II. Does HUDSON RIVER PARK share your information with third parties?**

A. Promotion and Sponsorship

HUDSON RIVER PARK aggregates and analyzes information about website traffic or event attendance and may share its analysis with third parties for HUDSON RIVER PARK's own promotion or for event-sponsorship purposes.

HUDSON RIVER PARK does *not* sell or disclose any information collected via this website to third parties for the commercial or marketing purposes of any third party.

B. Compliance with Legal Obligations

Information collected through this website, personal or otherwise, may be subject to disclosure pursuant to law, such as the Freedom of Information Law (FOIL) or the Personal Privacy Protection Law (PPPL), a court order, or other legal process.

### C. Enforcing Rights

HUDSON RIVER PARK may disclose information collected through this website to federal or state law enforcement authorities, courts, regulatory agencies, and other parties in order to report or investigate violations of law or to investigate or enforce its legal rights, including against unauthorized use of or access or attempted unauthorized use of or access to this site or HUDSON RIVER PARK's information.

## III. How does HUDSON RIVER PARK store and protect your information?

### A. Security and Integrity

Information that HUDSON RIVER PARK processes via third-party vendors, including [Mail Chimp](#), [Blackbaud](#), [EventBrite](#), [Paypal](#), and [Venmo](#), is stored and secured by those third parties. Information about their privacy and cybersecurity practices and policies can be found on their websites.

HUDSON RIVER PARK maintains physical, electronic, and procedural safeguards to avoid unauthorized disclosure, loss, or alteration of all information it collects.

For site security purposes and to ensure that this website remains available to all users, HUDSON RIVER PARK employs software to monitor traffic to identify unauthorized attempts to upload or change information or otherwise cause damage to this website.

**NOTE:** The information contained in this policy should not be construed in any way as giving business, legal, or other advice, or warranting as failproof, the security of information provided via this website. Transmissions over the Internet are never entirely secure, and HUDSON RIVER PARK cannot guarantee the security of information you submit via this website. HUDSON RIVER PARK shall not be liable for any damage caused by the loss of the use of this website or access to or use of any information collected via this website.

### B. Retention of Information

The information that HUDSON RIVER PARK collects through this website is retained in accordance with the records retention and disposition requirements of the New York State Arts & Cultural Affairs Law. Information on the requirements of the Arts & Cultural Affairs Law may be found at [http://www.archives.nysed.gov/records/mr\\_laws.shtml](http://www.archives.nysed.gov/records/mr_laws.shtml).

Any information that you share via email will also be subject to HUDSON RIVER PARK's record retention schedule.

## IV. How Can You Review or Correct Your Data from Hudson River Park?

Any user of this website may submit a request to HUDSON RIVER PARK to review the stored personal information pertaining to that user, if any. Users may email the request to [info@hrpt.ny.gov](mailto:info@hrpt.ny.gov). Website visitors can request their email and/or addresses be changed by emailing the request to [info@hrpt.ny.gov](mailto:info@hrpt.ny.gov). Supporters and donors can request corrections or changes to their information by emailing [info@hudsonriverpark.org](mailto:info@hudsonriverpark.org). HUDSON RIVER PARK

will not provide any personal details of any website visitors to the general public and will confirm the identity of anyone requesting information or changes.

## **V. Miscellaneous Provisions**

### **A. Children**

HUDSON RIVER PARK does not knowingly collect personal information from children under 13 years old or create profiles of children through this website. Users should be cautious, however, that any information collected via electronic mail will be treated as though it was submitted by an adult, and may, unless exempted from access by federal or state law, be subject to public access. If HUDSON RIVER PARK determines that any information was submitted by a child under 13 years old, HUDSON RIVER PARK will promptly delete such information.

HUDSON RIVER PARK strongly encourages parents and teachers to be involved in children's Internet activities and to provide guidance whenever children are asked to provide personal information online.

### **B. Contact Information**

Any questions for HUDSON RIVER PARK regarding this policy may be directed to the Trust's Web Content Administrator at [info@hrpt.ny.gov](mailto:info@hrpt.ny.gov).

### **C. External Links Disclaimer**

In order to provide visitors with certain information, the website provides links to local, state, and federal government agencies, and websites of other organizations. A link does not constitute an endorsement of the content, viewpoint, accuracy, opinions, policies, products, services, or accessibility of that website. Once you visit another website from this website, including one maintained by the State of New York or City of New York, you are subject to the terms and conditions of that website, including, but not limited to, its privacy policy. Similarly, this privacy policy does not apply to third-party websites that may share information with HUDSON RIVER PARK.

### **D. Information Disclaimer and Limitation of Liability**

Information provided on this website is intended to allow the public immediate access to public information. While HUDSON RIVER PARK aims to provide accurate, current, and reliable information, human and/or mechanical errors may occur. Therefore, HUDSON RIVER PARK and its employees, directors, officers, and agents, make no representations as to the accuracy, completeness, currency, or suitability of the information provided by this website and deny any expressed or implied warranty as to the same.

In no event shall HUDSON RIVER PARK be held liable for any damages resulting from your use of this website or its contents.

#### E. Updates

HUDSON RIVER PARK may update this policy from time to time to reflect changes in the law, changes to the website, or other reasons. The date that this policy was last updated is displayed at the top of this page.