

Privacy Policy

This website is the responsibility of the Carolina Theatre of Greensboro Inc. ("Carolina Theatre"). If you have any questions about this Privacy Policy, please feel free to contact us through our website or contact us by mail at 310 South Greene Street, Greensboro, NC 27401 or by e-mail at comments@carolinatheatre.com. The web server on which this website is housed is owned and maintained by Carolina Digital Phone. The following policies apply to www.carolinatheatre.com.

Commitment to Privacy

Your privacy is important to us. When you visit our website, you are accepting the terms and practices outlined in this Privacy Policy. Please take a moment to read our Privacy Policy prior to using the website.

The Information We Collect and How We Use It

The Carolina Theatre may collect the following types of information through Carolinatheatre.com:

- **Identifying Information** – When you sign up for an account, we ask you for personal information, such as your name, email address and an account password. The Carolina Theatre uses this information to fulfill your requests for our programs and services, to respond to your inquiries about our offerings, and to offer you other programs or services that we believe may be of interest to you. During ticket purchases or other online transactions, we also request credit card or other payment account information which we maintain in encrypted form on secure servers.
- **Contests, Sweepstakes and Special Offers** – From time to time, the Carolina Theatre will conduct various contests, sweepstakes, or other special offers. If you choose to participate in a contest, sweepstakes, or special offer through Carolinatheatre.com, we may ask you to submit certain personal identifying information, such as your name, address, age and other information, in connection with that offering. This information may be used to contact you or to provide you or other users with a more personalized service going forward.
- **Log information** – When you access any of the areas within Carolinatheatre.com, our servers automatically record information that your browser sends whenever you visit a website. These server logs may include information such as your web request, Internet Protocol address (the IP address is a number that is automatically assigned to your computer whenever you are accessing the Internet), browser type, browser language, the date and time of your request and one or more cookies that may uniquely identify your browser. This information does not include personally identifiable information. We may use this data to assist us in evaluating the usefulness of our website as well as improve our services to you and other users in the future.
- **Cookies** – Our web servers may seek (as many websites do) to place a "cookie" (a small data file) on your computer's hard drive that allows the server to determine the computer when it visits again, in order to track statistical information about navigation to and throughout certain areas of our website. This cookie is not used to obtain your name or any personal data, and the information that is tracked is used only for internal purposes, such as to improve website navigation. If you prefer not to accept cookies, you can set your web browser to reject them or to alert you before one is placed, but some features and services on the Carolina Theatre website may not function properly if you disable cookies.
- **User communications** – When you send email or other communications to the Carolina Theatre, we may retain those communications in order to process your inquiries, respond to requests and improve our services.

- **Links** – the Carolina Theatre may present links in a format that enables us to keep track of whether these links have been followed. We use this information to improve the quality of our website and services.

Information We Disclose to Third Parties

The Carolina Theatre may use or disclose the information you provide about yourself to our contractors, agents and suppliers to fulfill your requests for our programs and services or in connection with the operation of this site. In addition, the Carolina Theatre may from time to time exchange names and mailing addresses with other not-for-profit organizations in the Piedmont Triad area for one-time use only. We may also disclose personally identifiable information in response to legal process, for example, in response to a court order or a subpoena. However, except as described above, the Carolina Theatre never trades, exchanges or sells email addresses or phone numbers with any other third party.

In addition, provided information is aggregated and does not identify you, you hereby acknowledge and consent to the use and distribution by the Carolina Theatre of any information obtained from you in a report that may be distributed to third parties in the ordinary course of the Carolina Theatre's business and for research and statistical purposes.

Opt-Out Page

You may opt out of having your personal information collected by the Carolina Theatre, used by the Carolina Theatre for secondary purposes, disclosed to third parties or used by the Carolina Theatre or third parties to send promotional correspondences to you, by contacting the Carolina Theatre at comments@carolinatheatre.com.

Information security

In an effort to protect your personal information we have implemented a number of safeguards. We operate secure data networks protected by industry-standard firewall and password protection systems. Access to information is restricted to authorized persons. Additionally, when your personal information is collected through our website, it is encrypted using industry-standard Secure Socket Layer ("SSL") technology. We periodically review our security policies and update them as necessary.

Data integrity

The Carolina Theatre processes personal information only for the purposes for which it was collected and in accordance with this Privacy Policy. The Carolina Theatre takes reasonable steps to ensure that all personal information we process is accurate, complete and current. However, whether the information is accurate will ultimately depend on the information you submit and your prompt correction of your personal information whenever necessary.

Access to and Ability to Correct Personal Data

We provide you with the ability to edit the information in your user account information that you provided to us in registration by using your personal page configuration area. You may request deletion of your user account by contacting us. Content or other data that you may have provided to us and that is not contained within your user account, such as posts that may appear within our forums, may continue to remain on our site at our discretion even though your user account is deleted.

Collection of Personal Data from Children

In general, Carolinatheatre.com is not intended for or marketed to persons under the age of 18. However, certain areas of the Carolina Theatre's Web site may be marketed towards children. We take the privacy of your children very seriously and recognize the need to provide additional privacy protections for children under the age of 13 who visit our website.

The Carolina Theatre encourages parents and guardians to spend time online with their children.

Carolina Theatre's Right to Contact User

The Carolina Theatre reserves the right to contact site visitors regarding this privacy policy, or any other policies or agreements relevant to site visitors.

Carolina Theatre's Right to Change Privacy Policy

The Carolina Theatre reserves the right to change this policy at any time with or without notice. It is your responsibility to check back to this website to review revisions and changes to this privacy policy. Specifically, we encourage you to review this privacy policy each and every time you visit the website.

NO GUARANTEES

While this Privacy Policy states our standards for maintenance of Data and we will make efforts to meet them, we are not in a position to guarantee these standards. There may be factors beyond our control that may result in disclosure of data. As a consequence, we disclaim any warranties or representations relating to maintenance or nondisclosure of Data.