

## **ZINFANDEL ADVOCATES AND PRODUCERS PRIVACY STATEMENT**

Zinfandel Advocates and Producers (“ZAP”) is committed to protecting the privacy of its members, donors, ticket purchasers, email recipients, and friends (collectively, “Users”). We only collect personally identifiable information about our Users, such as their names and postal and/or email addresses, when it is knowingly provided to us by our Users, such as in connection with applications for membership and purchases of tickets. The terms of this privacy statement govern all interactions with ZAP, whether through our ZAP’s website or email, by telephone or fax or by mail. A link to our privacy statement can be found on our home page and on web pages where information is collected from Users. When you use our Web site or communicate with us by email, fax phone or mail, you agree to the terms of this privacy statement.

### **INFORMATION COLLECTION**

- When a User buys tickets
- When a User makes a donation or becomes a member
- When a User provides an e-mail address
- Automatic collection of non-personal information

### **USE OF INFORMATION**

#### **CHILDREN**

#### **LINKS**

#### **DATA SECURITY**

#### **USE OF THIRD PARTY SERVICE PROVIDERS**

#### **CHANGES TO THIS PRIVACY STATEMENT**

#### **CONTACT INFORMATION; CHANGES TO USERS’ RECORDS**

#### **INFORMATION COLLECTION**

#### **When a User buys tickets**

ZAP will ask Users to provide personally identifiable information necessary to fulfill a ticket order that may include name, billing and shipping addresses, telephone number, and credit card number. This is the same information requested when a customer places an order by telephone or through the mail. For online orders, we also require an email address so the User can receive order and shipping confirmation emails and so we can communicate with the User if we have difficulty processing an order. All credit card information provided with online orders will be temporarily stored on a secured server (see Data Security). We will retain the personally identifiable information provided with each order for our records, to facilitate customer service, and for the following purpose: We may provide certain ZAP Festival Sponsors a one-time use of contact information for ticket purchasers to ZAP events. Those sponsors may contact you by mail or e-mail to see if you are interested in their goods or services. Each of those sponsors may have its own privacy statement and opt-out provisions, but the information provided by ZAP is for one-time use only.

#### **When a User makes a donation or becomes a member**

ZAP will ask Users to provide personally identifiable information necessary to process and service memberships and/or donations that may include name, billing and shipping addresses, telephone number, email address, name of spouse or partner, and credit card number. All credit card information provided in connection with a donation or membership purchase will be temporarily stored on a secured server (see Data Security). We will retain the personally identifiable information for our records and to facilitate service to our members. Opt-out

information is included on each member invoice. In addition, ZAP Advocate members who do not wish to be part of this program, may email a statement of their request to ZAP at: [info@zinfandel.org](mailto:info@zinfandel.org) , or by mail: ZAP, P.O. Box 1487 Rough and Ready, CA 95975. It is never distributed, whether free of charge or for a fee, to any person or organization for commercial or non-commercial purposes.

#### **When a User provides an e-mail address**

When a User provides an e-mail address, ZAP may send email announcements to that address. Each e-mail announcement will have unsubscribe information for Users who do not wish to receive information by e-mail.

#### **Automatic collection of non-personal information**

ZAP collects certain non-personal information automatically in order to make our Web site more useful by helping us learn about the number of visitors to our site and the types of technology our visitors use. We do not track or record personally identifying information about individuals and their visits in this manner. We may compile and report aggregate statistics about our users — such as numbers, traffic patterns, and related site information — but these statistics include no personally identifying information.

#### **USE OF INFORMATION**

ZAP uses the information provided by Users so that we can better meet Users' needs, fulfill ticket purchases and other online orders, facilitate customer service, and inform Users of our events. On occasion, ZAP may send emails to individuals who have provided an email address in connection with an online purchase, membership, donation or survey inviting them to subscribe to our online mailing list. Email recipients may always opt out of any email category at any time by following the unsubscribe instructions included in the email message. ZAP does not share Users' personally identifying information except as described above for Users who have not opted-out; however ZAP will disclose or share such information if required to do so in accordance with a court order, subpoena or similar legal process, or if necessary to protect the rights, property and/or safety of ZAP, the Web site or any User or other third party.

#### **CHILDREN**

ZAP does not solicit personally identifying information from children. Visitors who are under 21 years of age cannot attend ZAP events and should not submit any personally identifying information to the ZAP Web site.

#### **LINKS**

ZAP may provide links to third party Web sites, and other Web sites may provide links to the ZAP Web site. Third party Web sites operate according to their own terms of use and privacy policies. ZAP has no control over such third party Web sites, and by using the ZAP Web site Users acknowledge and agree that ZAP is not responsible for the availability of such third party sites, or any content, advertising, products or other materials on or available from such sites. Users further acknowledge and agree that ZAP will not be responsible or liable, directly or indirectly, for any damage or loss caused or alleged to be caused by or in connection with use of or reliance on any content, advertising, products, or other materials on or available from such sites.

#### **DATA SECURITY**

ZAP makes every reasonable effort to ensure that all of the transactions that occur on our Web site are secure. All credit card numbers submitted to or through the Web site are encrypted with an industry standard technology for protecting sensitive information as it is transmitted over the

Internet. To prevent unauthorized access and ensure the correct use of information, we maintain reasonable physical, electronic, and administrative procedures to safeguard and secure the information we collect online...

#### **USE OF THIRD-PARTY SERVICE PROVIDERS**

ZAP may engage reputable third-party vendors in order to help us manage our Web site and allow us to better service our Users. ZAP requires its vendors by contract to maintain the confidentiality and security of information to which they are provided access and restricts the vendors from using the information in any way not expressly authorized by ZAP.

#### **CHANGES TO THIS PRIVACY STATEMENT**

ZAP may revise or amend this statement at any time in its sole discretion. If we make any substantive changes in the way we collect or use personally identifying information provided by Users, we post a prominent announcement on our Web site home page and post the changes on this page. We encourage Users to visit this page periodically to review our current statement.

#### **CONTACT INFORMATION; CHANGES TO USER RECORDS**

Any questions regarding this privacy statement, any requests for changes to Users' contact information, including email address, street address or telephone number, and any other correspondence from Users should be directed to [zapdavidk@sbcglobal.net](mailto:zapdavidk@sbcglobal.net), or by mail: ZAP, P.O. Box 1487 Rough and Ready, CA 95975.