



## **Privacy Policy and Terms of Use**

*Effective: April 2017*

WNED | WBFO is committed to maintaining strict privacy protection for users of our Platforms. Our Privacy Policy (“Privacy Policy” or “Policy”) is designed to help you understand how we collect, use and safeguard the information you provide to us and to assist you in making informed decisions when using our Platforms.

For purposes of this Policy, Platforms refers to WNED | WBFO’s digital platforms, including the websites [wned.org](http://wned.org) and [news.wbfo.org](http://news.wbfo.org), our mobile applications, and any other non-commercial websites or online services that WNED | WBFO operates and that link to this Privacy Policy.

The terms “we,” “us,” and “our” refer to WNED | WBFO. “You” refers to you, as a user of our Platforms. By accepting our Privacy Policy, you consent to our collection, storage, use and disclosure of your personal information as described in this Policy.

### **Gathering and Use of Information**

You may be prompted to provide some or all of the following types of information in order to access various content (like WNED | WBFO Passport videos) or directly contact Audience Services with questions or feedback:

- Contact information, such as name or email address
- User name and password (to access Passport videos)
- Demographic information such as city, state and zip code

We typically use this information to:

- Fulfill your request for services and information
- Customize the content displayed

## **Membership**

WNED | WBFO does not sell, rent or trade its membership lists with political organizations. WNED |WBFO does, upon occasion, exchange its membership list with like-minded not-for-profit organizations in order to reach new audiences and potential members. If you wish to be excluded from such exchanges, please notify WNED | WBFO's Membership Department at 1-800-678-1873 (toll free) or via email at <https://www.wned.org/about/contact-us>.

When you become a WNED | WBFO member, purchase tickets to a WNED | WBFO event, or sign-up for WNED | WBFO online newsletters, your name, address and email address are used to deliver the goods and services that you have requested. In addition, WNED | WBFO may use your name, address and email address for future membership requests and/or to deliver programming information and details about our stations.

WNED | WBFO complies with the PCI-DSS (PCI compliant) rules and procedures of credit card security. Additionally, we do not store credit card information. Canadian contributions are processed in the same manner and taken at Par.

WNED | WBFO Passport is the newest membership benefit. Use of this video streaming service is subject to the PBS National office's privacy policy. For details about same, please visit <http://www.pbs.org/about/pbs-privacy-policy/>

## **Information Automatically Collected From Users**

When you use WNED | WBFO Platforms, we may automatically recognize certain information like your IP address, date of your visit, operating system, what type of device you are using, geo-targeting information (what geographic area you're in), and your user behavior (e.g., how long you stay on a page, or amount of time spent listening to audio files).

## **WNED | WBFO Cookies**

WNED | WBFO uses cookies, other similar small files sent to your computer which store information through your browser and web beacons (tiny graphics, aka "pixel tags") as part of our digital functionality (e.g., to store your preferences or password and understand your user behavior), and to offer responsive elements based on users' actions. This information helps us improve the experience you and other visitors have with the WNED | WBFO Platforms. For more information on cookies and how to delete them, go to: [www.aboutcookies.org](http://www.aboutcookies.org).

## **Third Party Cookies**

In addition, WNED | WBFO uses third party vendors that provide services for the WNED | WBFO Platforms (e.g., analytics) which may each use their own cookies and web beacons as part of the WNED | WBFO Platforms. At no time do these cookies reveal your name, address, or e-mail address (even if you have entered these in specific areas of the Platforms).

We may collect information about you from third-party sources. For example, we may receive information about you from third-party social media services when you choose to interact or connect with them through our Platforms.

Additionally, if you access third-party services, such as Facebook, Google, or Twitter, through our Platforms to login to the Platforms or to share information about your experience on our Platforms with others, these third-party services may be able to collect information about you, including information about your activity on our Platforms, and they may notify your connections on the third-party services about your use of our Platforms, in accordance with their own privacy policies.

## **Public Areas**

Some of our Platforms may allow you to enter text and information in open fields, such as comment sections and message boards. If you choose to participate in these public areas of the Platforms, please be aware that any information submitted through these areas can be read, collected, or used by other users. Please use caution in disclosing personal information in these areas. Although we may, in some instances, moderate public forums to keep their content appropriate for the forum's intended audience, we are not responsible for the information you submit in these open forums and public areas or for other users' actions with respect to that information.

## **Protection of Information**

We have adopted reasonable technical, administrative, and physical procedures to help protect your information from loss, misuse, and alteration. Please note that no data transmission or storage can be guaranteed to be 100% secure. We want you to feel confident using the Platforms, however, we cannot ensure or warrant the security of any information you transmit to us.

## **Third-Party Services, Content, and External Links**

You may access third-party content through the Platforms and navigate to third-party sites and services from links on the Platforms. Whether the third-party content appears within our Platforms (such as in an embedded video player), or you leave our Platforms to view the content on another website, the third party is in control of and independently produces, maintains, and monitors the content and third-party sites. When you watch third-party content that is made available through the Platforms or navigate to such third-party sites, you become subject to the third party's terms of use and privacy policies. You should review the privacy policies of these third-party sites for their policies and practices regarding the collection and use of your information as their policies may differ from ours. We do not accept any responsibility or liability for the privacy practices of third parties.

## **International Users**

Information collected through the Platforms may be stored and processed in the United States or any other country in which we or our service providers maintain facilities. We may transfer information that we collect about you, including personal information, across borders and from your country or jurisdiction to other countries or jurisdictions. If you are located in Canada, the European Union or other regions with laws governing data collection and use that may differ from U.S. law, please note that we may transfer information, including personal information, to a country and jurisdiction that does not have the same data protection laws as your jurisdiction. By using the Platforms and providing us with information directly or indirectly, you consent to the transfer of information to the U.S. or to any other country in which our service providers maintain facilities for processing by us in accordance with this Privacy Policy.

## **Acceptance of This Privacy Policy**

By using this Site or any of our Platforms, you signify your agreement to the terms and conditions of this Privacy Policy. If you do not agree to these terms and conditions, please do not use the WNED | WBFO Platforms. We reserve the right, at our sole discretion, to change, modify, add, or remove portions of this Policy at any time. Please check this page periodically for any changes. Your continued use of the Platforms following the posting of any changes to these terms shall mean that you have accepted those changes. If you have any questions or concerns, please email us at [Audience Services](#) or visit our [FAQ page](#).