



## PRIVACY POLICY

The African American Film Critics Association ("AAFCA" also referred to herein using "we," "our," and "us") respects your privacy, and we assure you that we take the protection of your personal information very seriously. We therefore provide this Privacy Policy to disclose our information collection, utilization, and sharing practices for this Site. This Privacy Policy applies to any website or mobile application that includes, displays, attaches, references, or links to this Privacy Policy (each the "Site"). Unless explicitly provided herein, this Privacy Policy does not apply to the practices of companies that AAFCA does not own or control or to people that AAFCA does not employ or manage. If you do not agree to these terms, do not access the AAFCA Site or other related services. The information we receive from you depends on what you do when you visit this Site. Except as described in this policy, we do not sell, rent, share or disclose your personally identifiable information to or with any other organizations.

### TYPE AND USES OF INFORMATION WE COLLECT FROM YOU:

***Personally Identifiable Information ("PII")*** – Generally, you can visit our Site without revealing any personal information about yourself. At times, we may add forms or other options for you to communicate with us and provide us information about yourself. Unless otherwise indicated, the information we request is optional, but we may offer functionality on our Site that will not work properly without you providing the requested information. We may gather certain personal information that you provide to us to help us better serve you through: providing you with what you request such as information regarding products or events, adding you to our mailing list, membership registration, marketing to you, offering products and services, and otherwise to respond to your inquiries ("Services"). We only collect personally identifiable information when you choose to reveal it to us.

When you email a question or comment to one of our team members, we receive your email address and any other information you choose to include in your email. If you use other web forms that we may provide from time to time to submit inquiries or sign up for mailing lists or other information, we will collect the information you submit.

We may use your PII to send you information and advertising about us and our Services, including without limitation to provide you with Services that you have expressed interest in, requested, and/or purchased. We may use your PII to reconcile our mailing list with other information provided through various sources.

We reserve the right, but not the obligation, to contact you regarding changes to this Privacy Policy and other matters relevant to the Site.

## **INFORMATION AUTOMATICALLY COLLECTED:**

When you visit our Site, we may collect some information automatically. By collecting this information, we get a better understanding of your needs and what products and services we can develop, market, and sell to you to meet those needs. Some of the information we automatically collect is necessary for the proper functioning of the Site, such as cookies as explained below. All the information we gather helps us understand your preferences and how well our Site is functioning so we can continually improve your online experience with us. We may also use such information to improve our company and our Services, and to provide you information and advertisements regarding those Services.

***Links, Embedded Content, and Buttons*** – We may keep track of how you interact with links across our Services, including our email notifications. We do this to help improve our Services, provide information and advertising, and to be able to analyze aggregate click statistics such as how many times a particular link was clicked on. This Site may contain links to other websites, content embedded in our Site that comes from or relates to other websites and services, and now or in the future we may use buttons from other websites and services such as social media websites, such as and without limitation Facebook, Instagram, YouTube and Twitter, and these third parties may use cookies or other tracking devices to collect and track information about you across the Internet. In general, you can identify these social media buttons and the companies they represent by their logos. Several of these third parties may use cookies or other tracking devices to collect and track information about you over time and across the Internet. We are not responsible for the privacy practices or the content of these other websites or their data collection practices. You should check the privacy policies of these other websites when providing personally identifiable information or to find out what other information they collect from users, whether while on their platform or website or in relation to links, buttons, or embedded media. We are not responsible for the privacy practices or the content of these other websites or entities or their data collection practices.

***Information From Your Computer and Device***– We may ourselves, or through our third party service providers, collect information about your computer and mobile device, such as the browser, operating system, IP address, country and other geolocation data, date and time of visit, whether you are using a mobile device and what type, referring websites, the search engine queries you used to get to our Site, the pages of our Site you visit and your activities on our Site such as what images, videos, or other imbedded media you view, as well as the amount of time spent on our pages, and the number of pages visited. Some of this information may be collected using cookies, as further explained below. This information is used for a variety of purposes to improve our Site and its content, including without limitation to gather broad demographic data, identify trends and statistics, help diagnose problems with our server, and to administer our Site and its content. We may collect and share information between pages of our Site for the proper functioning of our Site, as well as authentication. We may also use this information to provide you with information and advertising regarding our Services.

***Cookies*** - Our Site may use "cookies" to provide information on your computer and mobile device. Cookies are pieces of data that a Site can send to your browser, which may then be stored

on your computer or other device. We may use both session and persistent cookies on our own or through our third party service providers as described below. Cookies may save your preferences while you are at our Site, such as allowing for persistent login on pages that require logging in, and we may use them to provide you with tailored information and tracking as you use our Site. Cookies help us, among other things, to determine which areas of our Site are popular by tracking hits to those areas, which may in turn allow us or our third party providers to provide you with targeted information or advertising regarding our products and services. By modifying your browser preferences, you have the choice to accept cookies, to be notified when a cookie is sent, or to reject cookies. The rejection or limitation of cookies by your browser may limit your ability to use the Site.

***Third-Party Service Providers*** - We may use a variety of third-party services to help provide our Services, such as developing and hosting our Site and to help us understand the use of our Services, such as through Google Analytics, to provide information to us and to provide you with advertising regarding our Site and our Services. We may also collect or otherwise gather information related to you from these third-party service providers. These third-party service providers may collect, store, and share information as further dictated by the privacy policies of those third parties

Currently, we use at least these additional service providers to support our Site:

- We use Google Analytics through MonsterInsights. Google, Inc., may utilize the data collected to track and examine the use of this Site, to prepare reports on its activities and share them with other Google, Inc. services. Google, Inc. may also use the data collected to contextualize and personalize the ads of its own advertising network to serve ads to you based on your visit to our Site and other sites on the Internet. You may view Google's privacy policy here: <https://policies.google.com/privacy?hl=en>, with more information located here: <https://www.google.com/policies/privacy/partners/> (including information regarding how to control how information is shared through your Ads Settings) and here: <https://support.google.com/analytics/answer/6004245?hl=en>. You may opt out of Google Analytics data as instructed here: <https://tools.google.com/dlpage/gaoptout/>. You can opt out of or modify the settings related to what Google collects through its DoubleClick cookie by visiting the following websites: <https://www.google.com/settings/ads/plugin?hl=en> and <https://www.google.com/settings/ads/anonymous?hl=en>. General information regarding opt-out from interest-based advertising from companies belonging to the Network Advertising Initiative can be found here: <http://www.networkadvertising.org/choices/> and information regarding opting out through the Digital Advertising Alliance can be found here: <http://optout.aboutads.info/#/>.
- Facebook similarly provides more information regarding the information it collects and how it is used in relation to advertising along with methods to opt out of collecting and sharing of information here: <https://www.facebook.com/settings?tab=ads>; and <https://www.facebook.com/policy.php>.
- Twitter provides more information regarding the information it collects and how it is

used in relation to advertising along with methods to opt out of collecting and sharing information here and adjust your privacy settings as set forth therein: <https://twitter.com/en/privacy>.

- We use WordPress to build and design our Site and to send emails to you.
- We use Mailchimp for sending emails. Mailchimp provides more information regarding the information it collects and how it is used here: [https://mailchimp.com/legal/privacy/#3.\\_Privacy\\_for\\_Contacts](https://mailchimp.com/legal/privacy/#3._Privacy_for_Contacts).
- We use PayPal to process payments. Paypal provides more information regarding the information it collects and how it is used here: <https://www.paypal.com/myaccount/privacy/privacyhub>.
- We use Printful and WooCommerce to fulfill orders from our online shop. WooCommerce provides more information regarding the information it collects and how it is used here <https://automattic.com/privacy/>. Printful provides more information regarding the information it collects and how it is used here: <https://printful.com/policies/privacy>.
- We use Eventive for event registration and streaming services. Eventive provides more information regarding the information it collects and how it is used here: <https://eventive.org/privacy>

Additional general information regarding opt-out from interest-based advertising from companies belonging to the Network Advertising Initiative can be found here: <http://optout.networkadvertising.org/#/>, information regarding opting out through the Digital Advertising Alliance can be found here: <http://optout.aboutads.info/#/>.

**Web Beacons** - We may employ Web beacons (also called single-pixel gifs), which are customized links or similar technologies, on the Site and when sending you messages, newsletters, or promotional emails or in using third party service providers. Web beacons allow us to (a) determine whether you have opened, or acted upon, a promotional email and which links you have clicked on in order to deliver to you more focused communications and other content, (b) allow us to count the number of users who have visited certain webpages and effectively deliver services, and (c) enable us to compile aggregated statistics and determine the efficacy of promotions by using Web beacons from third parties.

**Combining of Information** – Except as set forth in this Privacy Policy, we generally do not combine information about you that is collected on the Site with information we have related to you that is collected through means other than through the Site. We may, but are not required to, combine information related to you collected outside of the website for user authentication, such as to verify your identity when you contact us or request information from us, and to reconcile our mailing lists.

## SHARING OF YOUR INFORMATION

We will not sell, rent or lease your information to others without your consent, except as provided in this Privacy Policy. In general, the information you provide will be used to support your customer relationship with us and to enhance and improve our Site, products, services, and for advertising.

We may engage third party service providers, consultants, and independent contractors to perform functions and provide services for us including without limitation those third party service providers mentioned in this Privacy Policy. We may share the information we collect through our Site with these service providers so that they can perform services for us in relation to the Site and our business. For example, we may share your information with our advertising and email vendors so that they can provide services to us such as emailing you about our products and services.

We may take information we collect from you for event sign-ups and registrations and share it with, among others, the event sponsors or co-sponsors or third party service providers so that they can perform services related to the events.

In addition to the situations described above, we may use and disclose visitor information in special instances when we have reason to believe disclosing this information is necessary to investigate, identify, contact, or bring legal action against someone who may be causing injury to or interfering with our rights or property, other Site visitors, or anyone else. We may disclose visitor information when subpoenaed, if ordered or otherwise required by a court of law, arbitrator, or other similar proceeding or the rules governing such a proceeding, for government investigations, with government agencies if required by law, to exercise, establish, or defend AAFCFA's legal rights, to protect your vital interests or those of any other third party, and when AAFCFA otherwise believes in good faith that any applicable law requires it.

## **OTHER INFORMATION PRACTICES**

***Your Nevada Opt-Out Rights*** – We do not sell your personal data, but nevertheless we offer an opt out to sales of your data to comply with Nevada law. Verified requests under Nevada law (NRS 603A) to not make any sale of any covered information we have collected or will collect regarding you may be sent to [info@aaafca.com](mailto:info@aaafca.com). Please included in your email "Request for Nevada Opt-Out" in the subject line and in the body of your message.

***Your California Privacy Rights*** – Under California's "Shine the Light" law, California residents who provide personal information in obtaining products and services for personal, family, or household use are entitled to request and obtain from us once a calendar year information about the customer information we shared with other businesses for direct marketing to you by those businesses. This information would include the categories of customer information and the names and addresses of those businesses with which we shared such information for the immediately prior calendar year (e.g. requests made in 2021 will result in your receipt of information regarding 2020 sharing activities). To obtain information from us send an email to [info@aaafca.com](mailto:info@aaafca.com) with "Request for California Shine the Light Information" in the subject

line. We will then provide the requested information as required by the law back to that email address.

***Access to Personal Information for Reviewing, Editing, and/or Removing*** - If you wish to discuss this Privacy Policy and the information we collect, you may contact us at the address provided in this Privacy Policy. At this time we may not be able to specifically identify and provide you with all of the information we have collected about you for your review, editing, or removal from our databases. In order to provide you with any information, AAFCA may, but is not required to, request that you prove your identity to the satisfaction of AAFCA.

***Security*** - We take commercially reasonable steps to protect data transmitted through our Site, and we rely upon our third party vendors to supply security for the services they provide. We cannot and do not ensure or warrant the security of any information you transmit to us or from our online products or services. You transmit information to us at your own risk and should take all necessary precautions regarding the information you transmit, either to our Site and its related vendors or elsewhere on the Internet.

***Children*** - Protecting the privacy of children is very important to us. For that reason, our Site does not solicit, collect or maintain personally identifiable information from users we actually know are under age 18. If you are a parent or guardian, please contact us if you believe information regarding a child has been collected by us through our Site.

***Business Transfers*** - In the event that we are involved in a bankruptcy, merger, acquisition, reorganization or sale of assets or change in our ownership or control, your information may be sold or transferred as part of that transaction to actual or prospective transactions partners and their consultants, advisors, counselors, and agents, and otherwise shared to facilitate that transaction before, during, and after that transaction is completed. The promises in this Privacy Policy will apply to your information as transferred to the new entity.

***Do Not Track*** – Presently the Site does not honor “do not track” settings on web browsers and does not offer you the opportunity to request that we not track your use of its services except as otherwise stated in this Privacy Policy.

***Changes to this Policy*** - We may revise this Privacy Policy from time to time. The most current version of the policy will govern our use of your information and will always be available by clicking the Privacy Policy link in the footer of the main page of the Site. Please check this link often for changes. By continuing to access or use the Site after those changes become effective, you agree to be bound by the revised Privacy Policy.

***Contacting Us*** - If you have additional questions about our use of information, please contact us at: [info@aafca.com](mailto:info@aafca.com).

Effective Date: October 27, 2021.

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