

PLEASANTVILLE COMMUNITY TELEVISION aka PCTV
PRIVACY POLICY

Pleasantville Community Television, Inc. (“PCTV” or “we”) respect your privacy and are committed to protecting it through our compliance with this privacy policy (this “Policy”). This Policy describes (i) the types of information we may collect or that you may provide when you visit or make a donation to/purchase from PCTV76.org (the “Site”), and (ii) our practices for collecting, using, maintaining, protecting and disclosing that information.

INTRODUCTION

This Policy applies only to information we collect from the Site. This Policy DOES NOT apply to information that:

- ✖we collect offline or on any other PCTV website or app; or
- ✖you provide to, or is collected by, any third party.

PCTV websites and other apps, and other third parties’ websites and apps referenced in this Site, may have their own privacy policies, which we encourage you to read before providing information on or through them.

Please read this Policy carefully to understand PCTV’s policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, do not use this Site. By using this Site, you agree to this Policy. This Policy may change from time to time (see Changes below).

PERSONAL INFORMATION WE COLLECT

When you visit the Site, we automatically collect certain information about your device, including information about your web browser, IP address, time zone, and some of the cookies that are installed on your device. Additionally, as you browse the Site, we collect information about the individual web pages or products that you view, what websites or search terms referred you to the Site, and information about how you interact with the Site. We refer to this automatically-collected information as “Device Information.”

We collect Device Information using the following technologies:

- “Cookies” are data files that are placed on your device or computer and often include an anonymous unique identifier. For more information about Cookies, and how to disable Cookies, visit <http://www.allaboutcookies.org>.
- “Log files” track actions occurring on the Site, and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.
- “Web beacons”, “tags”, and “pixels” are electronic files used to record information about how you browse the Site.

Additionally, when you use the “contact” form on the Site, we collect your name and email address (“Contact Information”), and use this information to communicate with you.

Further, when you make a donation/purchase or attempt to make a donation/purchase through the Site, we collect certain information from you, which may include your name, billing address, payment information (including credit card numbers, PayPal account information, email address, and phone number. We refer to this information as “Payment Information”.

When we talk about “Personal Information” in this Privacy Policy, we are talking both about Device Information, Contact Information and Payment Information.

HOW DO WE USE YOUR PERSONAL INFORMATION?

We use the Payment Information that we collect generally to process any donation or purchase placed through the Site (including processing your payment information, and providing you with invoices and/or order confirmations). Additionally, we use this Payment Information to communicate with you.

We use the Device Information that we collect to help us screen for potential risk and fraud (in particular, your IP address), and more generally to improve and optimize our Site (for example, by generating analytics about how our users browse and interact with the Site).

SHARING YOUR PERSONAL INFORMATION

We share your Personal Information with third parties to help us use your Personal Information, as described above. For example, we use PayPal to power our online donations/purchases -- you can read more about how PayPal uses your Personal Information here: <https://www.paypal.com/us/webapps/mpp/ua/privacy-full>

We also use Google Analytics to help us understand how our customers use the Site -- you can read more about how Google uses your Personal Information here: <https://www.google.com/intl/en/policies/privacy/>

You can also opt-out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>.

Finally, we may also share your Personal Information to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights.

DATA RETENTION

When you place a donation/purchase through the Site, we will maintain your Payment Information for our records unless and until you ask us to delete this information.

CHANGES

We may update this Policy from time to time in order to reflect, for example, changes to our practices or for other operational, legal or regulatory reasons.

MINORS

We may obtain Personal Information from a child under the age of 13 ("Minor") but we will do so only if we have signed consent from the parent or guardian of the child ("Consent"). In these cases, we only use and retain the Personal Information of a Minor to the extent described in the Consent. After such use is completed, we destroy the Personal Information of the Minor. For example, if we hold a video contest, we may accept entries from a Minor with receipt of a Consent, and in that case, we will use the Personal Information of the Minor to include them in the contest, but we will not publicize the full name or other identifying information about the Minor unless the Consent permits us to do so.

CONTACT US

For more information about this Policy and our privacy practices, if you have questions, or if you would like to make a complaint, please contact us by email at pctv@pctv76.org or by mail using the details provided below:

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