**Privacy** Policy

KUED has created this policy to demonstrate our firm commitment to your privacy. This document explains what type of information is collected from you when you visit our website and how that information may be used.

**Gathering of Information**

KUED collects personally-identifying information (such as your name, e-mail address, address, telephone number, and/or credit card information) from the KUED website only if you choose to provide that information to us.

KUED asks visitors to provide certain personal information when they RSVP for certain station events; when they register for station programs, activities, or events, such as the Reading Marathon; when they e-mail station personnel through the “contact” links on the website; when they sign up to become a station volunteer; when they sign up for email, newsletters, or notifications; when they make a donation through the online donation form; when they make a purchase from the KUED online shop ([shopkued.org](http://shopkued.org)); when they use any online services provided by contracted third parties (including non-affiliated third parties); or for other reasons similar to those listed here, where changes in our technology or service offerings might require it. KUED also may ask visitors to provide personal information in other limited circumstances specified at the time the information is gathered.

**Statistical Logs Kept**

Like all other web servers, KUED’s web server automatically creates log files for each visitor who accesses our site. These access logs do not record a visitor’s name, address, phone number, credit card numbers, or any other personally-identifying information, and are NOT used to attempt to personally identify visitors. Instead, we collect data to analyze in aggregate to determine trends and improve our sites. These access logs contain some or all of the following information, though the precise types of information might change with changing technology:

* The Internet Protocol Address (IP Address) of the machine which accessed our website.
* The date, time, and duration of the visit.
* The path taken through our website.
* The browser being used.
* Referring web page.
* A list of files downloaded or viewed.
* The amount of time spent accessing media files.
* Any errors encountered.

**Cookies**

KUED may also use “cookies” or similar tools to collect information. A cookie is a string of characters that can be written to a file on the user’s hard drive when the user visits a website. Only the website that sets the cookie can read it, and it can only be used as a record-keeping device to store information that the site already has. It cannot, for example, be used to read other information from the user’s hard drive.

KUED uses cookies to track users’ activity through the site in order to improve the site’s architecture, to offer the user interactive features that would not be possible without them, and to recall specific information to save the user time during subsequent visits to the site.

If you prefer not to receive cookies, you can turn them off in your browser, or set your browser to ask you before accepting new cookies. Doing so, however, may limit your browser’s ability to accommodate certain functionalities on KUED websites.

**Use of Information**

The use of personally-identifying information is limited to the following: responding to user e-mails; fulfillment of pledge thank you gifts and member benefits; fulfillment of KUED online shop orders; displaying content, sponsor information, and information about other KUED products and services that you may be interested in; contest management; event or activity management and ticketing; editorial purposes such as contacting users for a survey; soliciting donations to KUED; sending communications, including marketing and promotional communications from KUED to users who have not opted out of the receipt of such communications; uses similar to those listed in this paragraph, when our services might require it; and other purposes specified at the time the information is gathered.

On occasion, KUED may call for user stories, photos, videos, or other submissions (“Submissions”) through our website, or facilitate the call for such Submissions on behalf of PBS, its affiliated stations, or other organizations. If you send such a Submission, KUED, or the appropriate organization, may publish that Submission, or an excerpt from it, on the KUED or other website, broadcast it on-air, or otherwise publish it in any other medium, together with your name and location (city, state, and/or country) if you provide that information to us. Please read carefully any rules, FAQs, or other information provided on pages calling for such Submissions.

KUED may disclose personal information if required to do so by law or University of Utah policy, or if it believes that such action is necessary to (a) comply with law or with legal process, (b) protect against misuse or unauthorized use of the KUED website, or (c) protect the personal safety or property of KUED website users, the public, or KUED and its employees. KUED may share information with contracted vendors or other collaborators, in order to meet specific business needs (such as customer communication or analyzing or enhancing KUED’s service offerings). KUED may share your name and address with other non-profit organizations for those organizations to use for reasons similar to the uses KUED might make, as described in this policy. KUED may also otherwise share your information by obtaining your consent. If you do not want your personally-identifying information to be collected or used for any of these purposes, you can simply “opt out” according to the process described below.

KUED uses non-identifying aggregate information to analyze and better design the KUED website and to share with third parties (including non-affiliated third parties) in aggregate form to provide and improve our services, including, for example usage analytics, data processing, marketing, and account management.

**Security**

 KUED is PCI/DSS (Payment Card Industry Data Security Standard) compliant. We adhere to strict industry standards to secure our WEB and client applications, manage our network, and set safety policies throughout our complete organization.

KUED has in place what we believe to be appropriate physical, electronic, and material procedures to safeguard and secure the information we collect online. Information collected in KUED online forms, and credit card information provided to the KUED donation page is protected against unauthorized use *by* 256-bit or greater encryption and Secure Sockets Layer (SSL) security features. The SSL protocol is the recognized standard in the industry for creating an encrypted, secure connection between your web browser and a web server, such as our Site’s server. You know you are on a secure page when the Web address starts with "https" (the "s" is for "secure"). In the highly unlikely event a third party intercepts your data, it will not be usable. You should, nonetheless, always keep in mind that no Internet or e-mail transmission is ever wholly secure or fully error free. Because e-mail is rarely encrypted, you should take special care in determining what information you send via e-mail.

**Other Sites Have Different Policies**

This site contains links to other independently-managed websites. Some may use information for purposes other than stated above; be sure to read their separate privacy policies, if provided. Exercise caution when providing personal data to any site. Check their policies and contact them if you have questions.

**Children**

Under 13: We encourage parents to explore appropriate areas of our website with their children, rather than allowing them to do so alone. Entry forms, etc. Should only be completed by parents or guardians. Children under 13 years of age should not send any information about themselves, including their name, address, or e-mail address. If we discover that we have collected any personally-identifying information from a child under the age of 13, we will remove that information from our database as soon as possible.

13-18: Unless otherwise specified, you must be at least 18 years of age in order to participate in any online contests. Visitors between the ages of 13 and 18 must obtain permission from their parents or guardians before entering any Submissions, placing an order on the KUED online shop, or otherwise sending any personally-identifying information.

**Corrections to Personal Data; Opting Out**

To a) correct or update any personal information in the KUED database that you state is erroneous, b) opt-out of future communications from KUED, c) exclude your name from any KUED membership mailing list exchange with other nonprofit organizations, or d) request KUED to make reasonable efforts to remove your personal information from the KUED online database, please contact the KUED Member Hotline at 801-581-3284, toll-free at 1-800-477-KUED (5833), or e-mail at membership@kued.org.

**Acceptance of Privacy Policy Terms**

KUED reserves the right to change this policy. Any changes to this policy will be posted to this page as soon as reasonably possible, so please check this page periodically. Your continued use of the KUED website reflects your agreement to any updates to this policy, including KUED’s use of data provided under one version of the policy in accordance with those updated terms.

If you have questions or comments concerning our privacy policy, please contact us via e-mail at webmaster@kued.org, or send a letter to:

KUED Webmaster

101 S. Wasatch Drive

Salt Lake City, UT 84112

**Effective: April 23, 2018**

**James Davie**