



## Privacy Policy

**Last Updated October 10, 2010**

*PLEASE READ THIS PRIVACY POLICY CAREFULLY BEFORE USING THIS WEB SITE OR SUBMITTING ANY PERSONAL INFORMATION. BY USING THIS WEB SITE YOU ARE AGREEING TO THESE PRIVACY TERMS. IF YOU DO NOT AGREE, DO NOT USE THIS WEB SITE.*

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### **Our Commitment to Privacy**

This site, [www.humboldtparkportal.org](http://www.humboldtparkportal.org) (which we refer to alternately in these Terms of Service as the “Humboldt Park Portal” and/or the “web site”), is owned by Bickerdike Redevelopment Corporation (who we refer to as “us”, “we” or “our”). We are committed to respecting the privacy and security of the personal information of every individual who uses the Humboldt Park Portal. This privacy policy (“Privacy Policy”) outlines the information we will collect and how we will use that information, so that you may be informed about how we use your personal information and the choices you have regarding our use of, and your ability to review and change, your information.

### **Changes to Our Privacy Policy**

Because of changes in Internet technology and practices, this Privacy Policy, and our security and other policies may change from time to time. Please consult this portion of the web site for important changes to the Privacy Policy as they occur. **By using the Humboldt Park Portal after we post any changes to this Privacy Policy, you agree to accept those changes, whether or not you have reviewed them, and such acceptance shall be deemed legally conclusive.** If at any time you choose not to accept the terms of this Privacy Policy, you should not use the Humboldt Park Portal, nor should you provide information about yourself to us.

### **How We May Collect and Use Non-Personally Identifiable Information**

Like many websites, we automatically collect information about how visitors use our web site. This information is not personally identifiable, and, in general, you can visit many of our web pages without telling us who you are or revealing any personal information about yourself. Examples of this type of non-personally identifiable information include but are not limited to the frequency of your use of the Humboldt Park Portal and the route by which you choose to access it and your use of any hyperlinks available on the Humboldt Park Portal. We and our service providers, agents or advisors may process and use this data for purposes including but not limited to, planning web site development, assessing patterns of use, planning and assessing marketing initiatives by us. However, you will remain anonymous until you tell us who you are. Once you choose to give us your personal information, you are not anonymous to us. For more information, see “How We May Collect and Use Personally Identifiable Information” and “Cookies and Pixel Tags.”

## **How We May Collect and Use Personally Identifiable Information**

*Account Information.* We will ask for and store information about you when you become a registered user of the Humboldt Park Portal, such as your name, address, and email address. We will retain this information in our records. We may use your email address to send you updates, and to contact you regarding any content you submit to the web site, including, for example, to let you know whether any content that you have submitted will be posted to the web site (see our Terms of Service, available under the “About Us” section of the web site, for more information regarding submitting content to the web site). If you believe that any of your personal information collected by us is incorrect, or has been changed since your registration on the Site, please contact us at [\[link\]](#). You can also update your account information at any time by accessing your account information through the web site.

*Content.* Subject to our Terms of Service, you can contribute to the Humboldt Park Portal in a number of different ways, including posting photos, event information, information about services, news stories, blogs and other commentary, and similar community-based information, as well as by commenting on other parties’ postings. We may store these contributions (“Public Content”), display them to other users, and use them for purposes consistent with the mission of the Humboldt Park Portal. Please be aware that if you include personally identifiable information in any Public Content that is made available on the web site, it can be viewed and used by any person viewing the web site. We are not responsible for the information that you choose to include in your Public Content.

*Third Party Services.* We may allow you to access third party services, such as Facebook and Twitter, to share selected Public Content with those services.

*How We May Use Information.* We may store, process and use the information about you that we collect in order to:

- Customize and/or personalize your communications;
- Respond to your comments, other feedback or requests for information;
- Communicate with you about any content you submit to the web site or your account information;
- Administer contests and other web site features;
- Distribute surveys; and
- Learn how to improve our web site.

*Sharing Information.* To enable us to more efficiently operate the web site we may share your personal information with selected third parties who are acting on our behalf as our agents, suppliers, or providers. Such third party service providers are provided only with such information as is necessary under the circumstances. Information provided to third parties is used only for the purposes stipulated and those third parties are subject to confidentiality obligations. We may also enhance or merge personally identifiable information with data obtained from third parties for any of the foregoing purposes.

*Required Disclosures.* We may be required to disclose specific information upon governmental request, in response to a court order, when required by law, to enforce our website policies, or to protect our or others’ rights, property or safety. We may also share information with companies assisting in fraud protection or investigation. Nothing in this Privacy Policy shall be deemed to prohibit us from disclosing your identity or information if we are required to do so.

## **Our Use of Cookies and Pixel Tags**

When you view the web site, we might store some information on your computer in the form of a “cookie” or similar file. “Cookies” are small text files that are either used for the duration of a session (‘session cookies’), or saved on a user’s hard drive in order to identify that user the next time he/she logs on to the web site (‘persistent cookies’). We may use ‘session cookies’ to identify registered users logging in to the web site. These cookies are deleted from the component’s server soon after the session ends and are not collected or saved.

We use ‘persistent cookies’ to recognize you when you return to the Humboldt Park Portal, to recognize your password if you have clicked on the “save password” check box on login, and to analyze visitor behavior.

Most web browsers automatically accept cookies, but you can usually change your browser to prevent that, such as by having your computer warn you each time a cookie is being sent or choosing to turn off all cookies. This can be done through your web browser settings and because each browser is different, you should look at your browser’s “Help” menu to learn how to modify your cookie settings. If you do disable cookies from your browser you may not be able to access certain sections of the web site and this may make your experiences on the web site less efficient.

We may also use pixel tags, which are tiny graphic images, to help us analyze your online behavior. Pixel tags also will allow us to send you email in a format you can read and let us know when you have opened an email message from us.

We may use pixel tags to collect information about your visit, including the pages you view, the links you click and other actions taken in connection with our web site and our services. We also collect certain standard information that your browser sends to every website you visit, such as your IP address, browser type and language, access times and referring web site addresses.

## **Our Security Measures**

We use a variety of industry-standard security measures to maintain the safety of your personal information. Your personal information is contained behind secure networks and is only accessible to a limited number of persons who have special access rights to such systems, and are required to keep the information confidential.

Unfortunately, no electronic data transmission over the Internet can be guaranteed to be 100% secure. As a result, while we believe that we use reasonable measures to protect personal information, we cannot ensure or warrant the security of any information transmitted or otherwise provided to us or received from us. This is especially true for information that is transmitted via e-mail that is unprotected until it reaches our servers.

## **How to Manage Your Information**

We provide certain tools to manage the use of your information on the web site and how and when you may receive communications from us. You can opt out of receiving communications from us by sending an e-mail to [info@humboldtparkportal.org](mailto:info@humboldtparkportal.org) with “unsubscribe” in the subject line. However, please note that notwithstanding your email preferences, we may need to contact you as required by law or regarding legal matters.

#### **A Special Notice about Children**

The Humboldt Park Portal is intended for general audiences and is not directed to unsupervised use by persons under the age of 13, and children under the age of 13 may not sign up as registered users of this web site. We do not knowingly collect personal information from children under 13. If parents believe their minor children have accessed the Humboldt Park Portal and provided their personally identifiable information, please contact us at [atinfo@humboldtparkportal.org](mailto:atinfo@humboldtparkportal.org)

#### **Other Sites**

The Humboldt Park Portal may contain links to other websites with which we have no affiliation. We are not responsible for the privacy practices employed by other websites. Users are encouraged to review the privacy policy of any website linked to from the Humboldt Park Portal.

#### **Transfer of Business Assets**

As we continue to develop, we might acquire or buy other businesses or assets. In such transactions, customer information generally is one of the transferred business assets. Also, in the event that we or substantially all of our assets are acquired, both personally identifiable and non-personally identifiable user and customer information will be one of the transferred assets.

#### **Questions and Feedback**

We welcome your questions, comments, and concerns about privacy. Please send us any and all [feedback](#) pertaining to privacy, or any other issue by contacting us at [atinfo@humboldtparkportal.org](mailto:atinfo@humboldtparkportal.org)

#### **Third Party Hosting**

We contract with a third party to maintain and host the Humboldt Park Portal. Therefore, any information you submit, including personal information, will be placed and stored on a computer server maintained by this third-party host. **[The third party has agreed to implement technology and security features and strict policy guidelines to safeguard the privacy of your personal information from unauthorized access or improper use.][1]**