

# Pharos Center Privacy Policy

*Updated 4/25/2018*

This Privacy Policy covers your use of all Pharos Center web services, including this website and Pharos Center room rentals

## **1. Data Collection (Us):**

In order to provide our services, we may ask you for your name, email address, phone number, and business or billing address. We use this information for only two purposes:

- (a) Providing the service you requested, including contacting you about changes to the service and sending you an invoice/bill (if relevant).
- (b) Sending you occasional emails about events and new services at the Pharos Center.

If you provide this information as part of a Pharos Center online account, you can edit your account details at any time. If you provide personal information for a one-time service (such as for a meeting space reservation), you can email the contact email address for that service to update your information.

As part of application for Pharos Center services, we may ask for demographic information, such as race and gender. Providing such information is always voluntary and will not affect your access to any of our services. For our smaller programs, it is impossible to completely anonymize this data, as responses for traits such as race and age may be unique within that group of users. That being said, we only use this information for statistical purposes, disconnected from personal identifying information.

Additionally, we use cookies to maintain services on our website. These cookies are not used for external tracking purposes.

## **2. Data Collection (Payment Processors):**

When you pay online for one of our services, you'll provide payment details to one of our payment processors. This information is subject to their privacy policies, available at their websites. We only have access to this data if their privacy policy allows it, and use it only to confirm that you have paid.

## **3. Data Collection (Other third parties):**

We use Google Analytics, Google Advertising Features, Facebook, Twitter, and other third-party services to streamline your website experience, determine demographic information about our users, and optimize ads we post on other sites. These third-party services may use cookies, web beacons, and other storage technologies to collect or receive information from your websites and elsewhere on the internet and use that information to provide measurement services and target ads.

We do not disaggregate any of this data to connect it to the personal information we or our payment processors ask for as part of our services (Sections 1 & 2).

You can view how Google uses this data at [How Google uses data when you use our partners' sites or apps.](#)

#### **4. Opting Out:**

You may opt out of the third-party tracking features described in Sections 3 & 4. If you would like to opt out of Google's data collection, you can learn more [here](#). You can learn more about opting out of other tracking services at [www.aboutads.info/choices](http://www.aboutads.info/choices) and [www.youronlinechoices.eu/](http://www.youronlinechoices.eu/).

#### **5. Sharing:**

The Pharos Center is a collaborative of several organizations with aligned missions. We share the data with collect with whichever of those organizations need it to provide the relevant Pharos Center service.

Additionally, high-level statistics data in aggregate may be shared with outside partners or to the public. (e.g., "70% of our users identify as Caucasian.")

#### **6. Updates**

Whenever we make a material update to this policy, you will get a new pop-up notification when you visit [www.pharoscenter.com](http://www.pharoscenter.com) or any subpage thereof.

#### **7. Questions**

If you have any questions about this or other Pharos Center policies, please email [admin\(at\)pharoscenter.com](mailto:admin@pharoscenter.com).