

Greater Ann Arbor Quilt Guild Privacy Policy

Guild overview

The Greater Ann Arbor Quilt Guild (“Guild”) is a non-profit organization managed by volunteers dedicated to the art and preservation of quilting, patchwork, appliqué, and related fiber arts.

This is the Guild website: www.gaagg.com

Our postal address is P.O. Box 131272, Ann Arbor, MI 48113-1272, United States of America.

We can be reached at info@gaagg.com

What is a privacy policy?

We created this policy to help you understand what information we collect and how we intend to use it. We also let you know your rights.

Transmissions over the internet are never 100% secure or error-free. We have, however, implemented reasonable procedures to protect the confidentiality, security, and integrity of your data. We cannot completely guarantee that no part of our system or site will ever fail or be compromised. If you ever suspect that our site or services have contributed to your personal information being compromised, please contact us immediately so we can investigate and resolve the matter.

We reserve the right to change this Privacy Policy at any time to reflect new, unanticipated uses of personal information. We will notify Guild members when this is the case.

The following are guidelines we use for protecting the information you provide to us during a visit to our website.

How do we use your personal information?

The Guild does not knowingly add a user’s personal information to our website without permission. A user’s personal information can be used by our site when they sign up for our email communications, register themselves as a Guild member, or make a purchase related to a Guild-sponsored event.

The Guild uses two kinds of personal information for these transactions: personally identifiable information (PII) and non-personally identifiable information.

PII is information that can identify you personally. Examples you encounter every day are your full name, postal address, email address, driver’s license, Social Security number or other government issued identification, account numbers, financial and medical records, biometrics,

username, password, and criminal history. This kind of data is especially sensitive and should be used on a “need to know” basis only. The Guild collects a subset of this information (full name, postal address, email address) only if you provide it.

PII that is less sensitive is the data available in public outlets and social media. Examples are gender, political association, race, and date of birth. The Guild does not collect this kind of data.

Non-personally identifiable information is aggregated or anonymized information that is generated by opening email messages, website page views, and other business analytics.

The following table summarizes the ways we collect and use your personally identifiable information.

Category of Personal Information Collected	Source of Information	Purpose for Collection	Categories of Recipients
Contact information , such as your name, address, email address, telephone numbers, or other contact information.	From you. Non-members subscribing to our mailing list provide an email address.	To fulfill your requests for services and information; to improve our website’s functionality; to communicate with you; to provide information to you about Guild events and updates; membership directory; and for internal needs such as business analysis.	The Guild members and certain authorized third-party vendors who help us provide specialized services. For example, technical support and payment processing.
Login information , such as username and password.	From you. The Guild does not allow social media login functionality for our website. Non-members do not need to create an account to browse the website.	To enable you to access member-only content on the website.	The username is used only by administrators and not shared outside the Guild. Passwords are not visible or shared.
Personal profile information , such as a profile photo, cover photo, membership status, nickname, volunteer areas of interest, administrative areas of expertise, biographical information, personal quilt image, and personal website and blog addresses. You can opt out of showing your profile in the membership directory.	From you. This information is optional when registering as a member and controlled by you. Non-members do not create a profile.	To create a membership directory. The directory is searchable on the website and available to download as a PDF document. Guild members are prohibited from using the membership directory to market goods and services to other members. Members can choose to hide their personal profile information from the membership directory.	Guild members and administrators. This information is not shared outside the Guild’s membership. Only members who have signed in can view the membership directory. In online meetings, users can opt out of showing their video or name.

Category of Personal Information Collected	Source of Information	Purpose for Collection	Categories of Recipients
		Profile information is included in email confirmation at the point of purchasing a membership.	
<p>Payment information, such as card type, card issuer, credit or debit card number, personal check, expiration date, CVV code, billing address, bank account number, and other bank account details.</p> <p>No payment information is stored on the Guild's servers.</p>	From you and your payment card issuer.	<p>To check that the right person is using the right card or account; to meet the requirements of the card brands or account issuers; and to make sure we are paid for what you buy.</p> <p>The Guild does not sell personal or financial information to third parties.</p>	<p>Our card processor vendor uses debit and credit card information for financial transactions. They conduct the transactions using best practices like reasonable security precautions, controls, policies, and procedures, consistent with generally accepted data processing standards in the financial services industry.</p> <p>Our online store vendor only stores a record that the transaction took place and the amount you paid for the product or service.</p> <p>Guild members and administrators are emailed copies of the transaction receipts with no financial account information identifiers other than the last four digits of the card.</p>
<p>Legal information, such as fraud checks or flags raised about your transaction, the payment card you want to use, payment card refusals, suspected crimes, complaints, claims and accidents.</p>	From you, the police, crime and fraud prevention agencies, payment card providers, the public, regulators, your and our professional advisors and representatives.	To protect you, other customers and our organization against criminal activities and risks; to make sure we understand and can meet our legal obligations to you and others and can defend ourselves.	The Guild; our service providers who help us with fraud protection and credit risk reduction; law enforcement and other governmental authorities in accordance with applicable law.
<p>Communications from you, such as emails you send us, feedback forms you fill out, phone calls, texts, or other</p>	From you.	To handle your requests and to contact you when necessary or requested, including responding to your questions and	The Guild; certain authorized third-party vendors who help us provide specialized services such as technical support, email

Category of Personal Information Collected	Source of Information	Purpose for Collection	Categories of Recipients
communications with you.		<p>comments and providing customer support.</p> <p>Historical website blog posts with user comments display the user's public display name, editable in the user profile.</p>	distribution, and business analytics only as needed to resolve questions or technical issues.
Device information , including log files, MAC address, IP address, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform, device type, and device identifiers.	From you and from our website's interaction with your browser or devices.	To improve our website, services, technical support, and user experience.	The Guild; certain authorized third-party vendors who help us provide specialized services such as technical support, email deployment, business analytics, and processing of payment and data.
Information automatically collected from your browser , such as your browser type, viewed web pages, links that are clicked, IP address, mobile device identifier or other unique identifier, sites or apps visited before coming to our website, the amount of time you spend viewing or using the website, the number of times you return, or other site usage data, emails we send that you open, forward or click through to our website.	From you and from our website technology's interaction with your browser or devices and cookies tracking the pages you visit.	To improve our website, services, technical support, and user experience.	The Guild; certain authorized third-party vendors who help us provide specialized services such as technical support, email deployment, business analytics, and processing of payment and data.

How do we interact with third parties?

We do not display your contact information publicly on our website or share your PII to third parties, except for when 1) we have your permission to disclose, 2) the disclosure is necessary for the purpose for which the information was collected, 3) a third party is assisting us to provide or manage the services or website, or 4) where otherwise stated in this policy.

We also may disclose information where permitted by applicable law or when the disclosure is necessary, in our sole discretion, for the establishment or maintenance of legal claims or legal compliance, to satisfy any law, regulation, subpoena or government request, or in connection with litigation.

These are our third-party vendors and their privacy policies, where available:

- WordPress. Our website platform. <https://wordpress.org/about/privacy/>
- Network Services Group. Our technical support and website host. <https://www.nsgroupllc.com/>
- Ecwid. Our online store vendor. <https://www.lightspeedhq.com/legal/privacy-policy/>
- Stripe. Our payment processing vendor. <https://stripe.com/privacy>
- Zoom. Our online meeting vendor. <https://explore.zoom.us/en/privacy/>
- MailChimp. Our email distribution vendor. <https://www.intuit.com/privacy/statement/>

What about my purchase history?

The Guild uses your personally identifiable data that you provide when making an online purchase through our website or using a personal check. Your purchase transactional data is not stored on our website's servers and is not publicly available. We retain purchase records in accordance with generally accepted accounting practices.

What are your rules on social media and multimedia use?

The Guild reserves the right to film, record, or photograph any of the attendees at a sponsored event for promotional purposes after the event has taken place. Attendees are advised that this may result in incidental inclusion of your image or voice in any multimedia format.

Due to the prevalence of mobile recording devices in today's world, the Guild disclaims all liability for the capture of your image or voice in any multimedia format by other attendees at a sponsored event.

The Guild also uses social media (Facebook and Instagram) to post real-time photos and videos to our social media feeds, in compliance with these platform terms and conditions. Attendees are encouraged to post their own social multimedia content from an event provided it does not infringe on copyrighted material.

Event attendees are advised to use social media platforms wisely and engage with them with caution regarding their own privacy and personal details. See the privacy policies for these platforms: [Meta](#).

The Guild website will never ask for personal or sensitive information through social media platforms. Anonymized and aggregated user data is reported for internal purposes only and never shared with third parties.

Email communications

The Guild sends email communications for blog posts, events announcements, and online meeting links. You may opt out of these communications by using the Unsubscribe link in the message. Members who opt out are removed from all future email communications, including online meeting links. You may request to be added back to the email list.

When you make a purchase through our website, you will receive an automated receipt confirmation message. These are required notices and are not optional.

Cookies

Cookies are small pieces of data that help the user and software interact in an online environment. Cookies help with functionality, statistics, or marketing/targeting. The Guild does not participate in ad exchanges. Usage statistics are anonymized and used for analysis only.

Cookies used for the Guild website vary in duration. Some expire at the end of the session, others expire after designated time periods. Persistent cookies are used to store information across sessions.

Cookies for gaaqg.com

The Guild website uses WordPress and uses these cookies for all users:

- PHPSESSID - <https://cookiedatabase.org/cookie/php/phpsessid/>
- pmpro_visit - https://cookiedatabase.org/cookie/paid_membership_pro/pmpro_visit/

Users who are logged in as members use the following cookies:

- wfwaf-authcookie-e0e691b6646bab3bf8739c7d4ff7e1eb - <https://cookiedatabase.org/cookie/wordfence/wfwaf-authcookie/>
- wp-settings-350 - <https://cookiedatabase.org/cookie/wordpress/wp-settings/>
- wp-settings-time-350 - <https://cookiedatabase.org/cookie/wordpress/wp-settings-time/>

Cookies for third-party vendors

The Guild uses third-party vendors to process financial transactions and to maintain membership information.

To understand how cookies are used by these software vendors, see their individual cookie policies, where available.

- Ecwid - online store. <https://support.ecwid.com/hc/en-us/articles/6229619464220-Cookies-used-in-your-Ecwid-store#ecwid-cookies>
- PMPPro - membership maintenance. See section *Cookies for gaaqg.com* for examples.
- Stripe - financial transactions. <https://stripe.com/legal/cookies-policy>

Cookies for social media and electronic communications

The Guild uses Instagram and Facebook social media platforms and MailChimp email service to communicate with our users. All users must opt in to these communications by either following us or using hashtags.

To understand how cookies are used with these platforms, see their individual cookie policies.

Facebook - <https://www.facebook.com/privacy/policies/cookies>

Instagram - https://help.instagram.com/1896641480634370/?helpref=uf_share

MailChimp - <https://mailchimp.com/legal/cookies/>

Opting out of tracking for Meta social media and other tracking cookies

You can opt out of seeing online interest-based ads from Meta and other participating companies through the [Digital Advertising Alliance](#) in the US, the [Digital Advertising Alliance of Canada](#) in Canada or the [European Interactive Digital Advertising Alliance](#) in Europe or through your mobile device settings, where available, using Android, iOS 13 or an earlier version of iOS. Please note that ad blockers and tools that restrict Meta's cookie use may interfere with these controls.

Privacy protections for children

Our website is not directed to children generally, including children under the age of thirteen. We do not knowingly collect personal information from persons under the age of thirteen without verifiable parental consent. If we learn that a child under the age of thirteen has submitted PII online without parental consent, we will take all reasonable measures to delete such information from our databases and to not use such information except where required by law or to protect the child's safety.

Your Rights

Our privacy policy supports the General Data Protection Regulation ([GDPR](#)) and California Consumer Privacy Act ([CCPA](#)) by enabling you to do the following:

- Request a copy of your personal data that we use.

- Correct or update your personal data that we use. Members can do this themselves through their account profile.
- Hide your personal data from public view. Members can do this themselves through their account profile. In online meetings, users can decline to show their name and video.
- Erase your membership information, should you leave the Guild.

If you want to make any of these requests, please contact membership@gaag.com.

Dissolution of the Guild

In the event we vote to dissolve the Guild per the bylaws, or if there is a sale of our assets, your information may be retained until all legal and financial obligations are met. During that time period, all applicable practices as defined in this policy will be maintained. At the end of the time period, all information will be deleted following the industry best practices.