KidsQuest Website Privacy Notice
Effective as of December 1, 2022

Though we are not obligated to post a privacy notice, we have chosen to do so because we believe it’s important that you understand what information we collect from you when you use our website (kidsquestmuseum.org) and what we do with it. We have done our best to present the information in a clear and understandable way to educate our patrons not only about our practices, but about how personal information is collected and used by companies across the internet. If you have any questions about the information provided below, please contact us at privacy@kidsquestmuseum.org or call 425-637-8100.

Children’s data
First and foremost, we want you to know that we do not ask children for personal information on this site. We do ask adults for children’s personal information so that they can attend events, camps, or be included on a membership, and we will never share that information with third parties.

What is Personal Information?
Personal Information is any information that we can link to you. Yes, it’s information that’s unique to you like your name, address, phone number and email address; but it can also be your age, food allergies, birth date or the day you came to the museum if we can connect those things to you.

What we collect and how we use it
When you visit our website, we collect personal information from you through forms you voluntarily fill out and automatically using cookies. The information you provide us will be used to deliver services to you and keep you informed of happenings at KidsQuest, including programs, special events, and opportunities to give or volunteer. You may always opt out of these communications (see section on ways you can control your personal information below).

Web forms
We collect information that you voluntarily provide to us in web forms on our site. For example, when you make a reservation to come to the museum, we collect information on who you are and when you’re coming. We use this information to provide you the services you request, and we may also use it to send you information about the museum or respond to your inquiries.

Automated collection
We use cookies to automatically collect information about how you got to our website and how you use it. For example, we may collect the domain name from which you access the internet, the date and time you access our site, how long you remain on our site and the internet address from which you linked to our site. We use Google Analytics to provide us with this information so we can measure the number of visitors to the different sections of our site and make it more useful to our visitors.

Why do we do use automated collection?
We know that this kind of data collection can make some people uncomfortable. So here is a little more information to deepen your understanding. The information we collect via cookies helps us better understand our visitors, which means we can provide more of the programming and information you
want. It also helps us to present you with advertising that’s relevant to your interests. Meaning, we don’t waste resources and you don’t get information you don’t want. But, if it still makes you uncomfortable, you can always opt out at the links below.

We also use this information to display ads to you after you’ve visited our website. If you see ads for the museum after you’ve visited our site, this is not a coincidence! We use Google Adwords and Facebook Pixel to deliver targeted ads to people who’ve visited our site based on their browsing habits. (Find out how to opt out of this sharing below.)

**What is a cookie?**

A cookie is a small text file that a website places on your computer or other device to help the website recognize that device. Cookies let websites remember you and your login information, have a cart that you can fill as you navigate from one page to another, track analytics so they know how many people go to specific pages, and show you ads in line with your past viewing history.

**How we share your information**

We will never sell or rent your personal information with third parties. We partner with service providers on our site to help make your experience better and to keep your information safe. This is why, when you fill out a form, donate to us or purchase tickets, you may do so on a different website. (To see what organization is processing your information for us, simply look at the URL.) Our service providers use your information only for the specific transaction you provided it and are bound by contract to treat all your personal information as confidential.

**What’s the difference between a third party and a service provider?**

When we talk about third parties, we mean other companies that can use the personal information we share with them for their own purposes. This is different than service providers who have a contract with us that requires that they only use the personal information we share with them in their service to us. Service providers are required to keep your information confidential and may not use it for any other purpose or share it with a third party.

**How we protect your information**

KidsQuest Children’s Museum only uses trusted service providers and employs industry best practices to ensure the security and confidentiality of your personal information. You should also know that any time you share your information over the internet there is risk. Even the most careful companies can have a data breach. Below, you’ll see some ways you can control how — or whether — your personal information is used and shared online.

**Your Privacy Choices**

There are options for you to control the way your personal information is collected and used.

If you feel that we have incomplete, outdated, or inaccurate information about you, let us know at [x].

You can opt out of our emails any time by clicking the unsubscribe link at the bottom of the email or by emailing us at [xxx].

You can opt out of Google Adwords Remarketing here: https://support.google.com/ads/answer/2662922?hl=en
You can opt out of Facebook Pixel tracking here:

You can block Google Analytics from accessing your online activity with a browser add-on here:
https://support.google.com/analytics/answer/181881?hl=en

Changes to our practices
In order to better serve you, we may change the way we handle personal information, or our privacy obligations may change. If so, we will amend this privacy notice accordingly. We recommend that you check back periodically to ensure you are up to date on how we handle and protect your information, as well as how to exercise control over your information.