

B4CK / The Seed Theatre Privacy Policy

Effective Date: April 15, 2025

This Privacy Policy for B4CK/The Seed Theatre describes how we collect, use, and disclose personal information through use of our website located at: www.b4ck.org (our “site”) and/or our services. By visiting our site and/or accessing or using our services you are agreeing to the terms and conditions of this Privacy Policy.

Information We Collect.

We collect personal information from you directly when you provide it to us through our site or when accessing our services. We may also automatically collect certain information about you and your computer, smartphone, or other device when you use, access, or interact with our site.

Information you provide. You may provide us with the following types of information:

- **Use Our Services.** When you use our services, we may collect your first and/or last name, email address, residential address, and/or zip code. We also may collect other optional information you choose to provide as part of such registration.
- **Your Communications.** We may collect personal information, such as your name and email address when you contact us or request information about our services.
- **Our Surveys.** We may contact you to participate in surveys. If you decide to participate, you may be asked to provide certain information which may include personal information.
- **Interactive Features.** We may collect personal information that you submit or make available through the interactive features of our website (if any) (e.g., collaboration tools, messaging and chat features, commenting functionalities, forums, blogs, and social media pages). Any information you provide on the public sections of these features will be considered “public,” unless otherwise required by applicable law, and is not subject to the privacy protections referenced herein.

Information Automatically Collected. We may collect certain information automatically when you use or access our site, such as your Internet protocol (IP) address, user settings, MAC address, cookie identifiers, mobile carrier, mobile advertising and other unique identifiers, browser or device information, location information (including approximate location derived from IP address), and Internet service provider. We may also automatically collect information regarding your use of our site, such as pages that you visit before, during and after using our site, information about the links you click, the types of content you interact with, the frequency and duration of your activities, and other information about how you use our site. In addition, we may collect information that other people provide about you when they use our site, including information about you when they tag you.

- **Web Log Data.** When you access our site, we automatically receive and record certain information from your computer (or other device) and your browser. This may include such data as your IP address and domain name, the pages you visit on our site, the date and time of your visit, the files that you download, the URLs from the websites you visit before and after navigating to our site, your software and hardware attributes (including device IDs),

your general geographic location (e.g., your city, state, or metropolitan region), and certain cookie information (see below). To obtain such information, we may use web logs or applications that recognize your computer and gather information about its online activity.

- **Cookies**. We also use cookies on our site. Cookies are small files that are stored on your computer by your web browser. A cookie allows our site to recognize whether you have visited before and may store user preferences and other information. For example, cookies can be used to collect or store information about your use of our site during your current session and over time (including the pages you view and the files you download), your computer's operating system and browser type, your Internet service provider, your domain name and IP address, your general geographic location, the website that you visited before our site, and any links you used to leave our site. If you are concerned about having cookies on your computer, you can set your browser to refuse all cookies or to indicate when a cookie is being set, allowing you to decide whether to accept it. You can also delete cookies from your computer. However, if you choose to block or delete cookies, certain features of our site may not operate correctly.
- **Web Beacons**. Our site or the emails that you receive from us may use an application known as a "web beacon" (also known as a "clear gif" or "web bug"). A web beacon is an electronic file that usually consists of a single-pixel image. It can be embedded in a web page or in an email to transmit information, which could include personal information. For example, it can allow an email sender to determine whether a user has opened a particular email.
- **SDKs & Mobile Advertising IDs**. Our site may include third-party software development kits ("**SDKs**") that allow us and our service providers to collect information about your activity. In addition, some mobile devices come with a resettable advertising ID (such as Apple's IDFA and Google's Advertising ID) that, like cookies and pixel tags, allow us and our service providers to identify your mobile device over time for advertising purposes.
- **Third-Party Plugins**. Our site may include plugins from other companies, including social media companies (e.g., the Facebook "Like" button). These plugins may collect information, such as information about the web pages you visit, and share it with the company that created the plugin even if you do not click on the plugin. These third-party plugins are governed by the privacy policies and terms of the companies that created them.
- **Third-party Online Tracking**. We also may partner with certain third parties to collect, analyze, and use some of the personal and other information described in this section. For example, we may allow third parties to set cookies or use web beacons on our site or in email communications from us. This information may be used for a variety of purposes, including online website analytics.
- **Aggregated & Deidentified Information**. From time to time, we may also collect and share aggregated or deidentified information about those who access our site, such as by publishing a report on trends in the usage of our site. Such aggregated or deidentified information will not identify you personally.

How We Use Information.

We use the information that we collect for a variety of purposes, including to:

- provide our services to you.
- respond to your questions or requests concerning our site.

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- fulfill the terms of any agreement you have with us.
- fulfill your requests for our services or otherwise complete a transaction that you initiate;
- correctly verify your information.
- send you information about our services and including newsletters, updates, or other communications, including promotional emails and advertising.
- deliver information, notifications, and similar communications.
- improve your user experience and the quality of our services.
- comply with legal and/or regulatory requirements.
- otherwise manage our organization.

In addition to the purposes above, we use the information that we collect automatically through our site for such purposes as:

- counting and recognizing visitors to our site.
- detecting security incidents, protecting against malicious, deceptive, fraudulent or illegal activity, and prosecuting those responsible for that activity on our site.
- analyzing how visitors use our site and its various features.
- ensuring internal quality control and safety on our site.
- improving our site and enhancing users' experiences thereon.
- complying with our legal obligations related to our site.
- creating new products and services or improving our site.
- enabling additional website analytics and research concerning our site.
- engaging in interest-based advertising (as described below).
- establishing new or additional relationships with you.

We may link information gathered through our site with information that we collect in other contexts. But in that event, we will handle the combined information in a manner consistent with this Privacy Policy.

With Whom and Why We Share Your Information

We share your information with other parties for a variety of purposes, as described below.

- **To Serve You.** We may need to share your personal information with third-parties when necessary to fulfill your requests for products or services; to complete a service that you initiate (e.g., pro bono legal aid; food assistance; shelter assistance).
- **Web Analytics.** We may partner with certain third-parties to obtain the automatically collected information discussed above and to engage in analysis, auditing, research, and reporting. These third-parties may use web logs or web beacons, and they may set and access cookies on your computer or other device. You can limit tracking through these third-party programs and by taking the other steps discussed above.
- **Third-Parties Services.** We may have third-party relationships and use third-party service providers that perform services on our behalf, including web-hosting companies and analytics providers. These third-parties may collect and/or use your information, including information that identifies you personally, to assist us in achieving the purposes above.
- **Legal purposes.** We also may use or share your information with third-parties when we believe, in our sole discretion, that doing so is necessary to:

- comply with applicable law or a court order, subpoena, or other legal process;
- investigate, prevent, or take action regarding illegal activities, suspected fraud, violations of our terms, or situations involving threats to our property or the property or physical safety of any person or third-party.
- establish, protect, or exercise our legal rights or defend against legal claims.
- facilitate the insuring, transfer, sale, assignment, or other disposal of all or part of our organization or its assets.

Your Privacy Choices and Your Rights.

Depending on where you reside, you may have different rights with respect to your personal information.

Copy of Your Personal Information. If you want to learn more about the personal information that we have about you, or you would like to update or change that information, please contact us by email at the address listed below.

Email Opt-Out. You may also opt out of receiving emails from us by following the instructions in those emails or by emailing us.

External Links. Our site may contain links to third-party websites. If you use these links, you will leave the site. We have not reviewed these third-party websites and do not control and are not responsible for any of these websites, their content, or their privacy policies. Thus, we do not endorse or make any representations about the foregoing, or any information, software, or other products or materials found there, or any results that may be obtained from using them. If you decide to access any of the third-party websites listed on our site, you do so at your own risk.

Data Security. We may employ physical, technical, and administrative procedures to safeguard the personal information we collect online. However, no website is 100% secure, and we cannot ensure or warrant the security of any information you transmit to our site or to us by other electronic means (including by email), and you transmit such information at your own risk.

Data Retention. We may retain personal information about you necessary to fulfill the purpose for which that information was collected or as required or permitted by law. We do not retain personal information longer than is necessary for us to achieve the purposes for which we collected it. When we destroy your personal information, we do so in a way that prevents that information from being restored or reconstructed.

International Users. The information that we collect through or in connection with the site should be transferred to and processed in the United States for the purposes described above. We also may subcontract the processing of your data to, or otherwise share your data with, affiliates or third-parties in the United States or countries other than your country of residence. The data-protection laws in these countries may be different from, and less stringent than, those in your country of residence. By accessing our site and/or by providing any personal or other information to us, you expressly consent to such transfer and processing.

EU and UK Residents. If you are an EU or UK resident and we process your information as a controller or processor under the EU General Data Protection Regulation (“GDPR”) or UK data protection laws, you may have the following rights available to you with regards to our collection and use of your personal information. These rights may include the right to:

- be informed about our data collection practices.
- access and rectify your data.
- erase or delete your data.
- port your data to another company/platform.
- restrict and object to the processing of your data (including for direct marketing purposes).
- opt-out of marketing emails and text messages.
- limit our use of any automated decision-making processes.
- lodge a complaint to your local data protection authority. The EU Commission provides a list of supervisory authorities [here](#).
- withdraw consent (to the extent applicable).

To exercise any of these rights listed, please contact us as described in How to Contact Us below. We will respond to your request as soon as reasonably possible.

To the extent required by law, our legal basis for processing information, as described above, will depend on the type of information at issue and the purpose for which it is collected and used. In many cases, we rely on your consent to process information, or we process information as necessary for the performance of our agreements with you. We also may rely on our legitimate interests to process your information, for the purposes described in this privacy policy, except where such interests are overridden by your data protection interests or fundamental rights and freedoms. We do not make any decisions involving the use of automated decision-making or profiling.

Changes to this Privacy Policy.

We may make changes to our site and/or our products and services in the future and will need to revise this privacy policy to reflect those changes. We will post all such changes on our site, so you should review this page periodically. If we make a material change to this privacy policy, we will provide notice to you via the email you have provided to us.

How to Contact Us.

If you have any questions or concerns about our privacy practices or this Privacy Policy, you can contact us at:

B4CK/The Seed Theatre
Attn: Data Management
1100 Market Street #706
Chattanooga, TN 37402
elizabeth@b4ck.org