

Armed Services Arts Partnership (ASAP) Privacy Policy

Effective Date: 02.09.2025

1. Introduction

The Armed Services Arts Partnership (ASAP) is dedicated to safeguarding your personal information. This Privacy Policy outlines how we collect, use, share, and protect your data when you interact with our programs, website, and services. By participating in our programs, attending our events, making a financial contribution, or using our website, you agree to the terms of this policy.

2. Data Collection

Methods of Collection:

We gather personal data through the following methods:

- **Directly from you:** we collect data when you fill out our applications, surveys, forms, or make a donation
- **Indirectly from you:** through the use of cookies and similar technologies
- From publicly available sources of information

Purpose of Collection:

The data we collect serves several key purposes, including:

- **Program Registration:** Ensuring smooth enrollment and participation in our programs.
- **Marketing:** Informing you about upcoming programs, events, and news related to ASAP.
- **Reporting:** Fulfilling our reporting obligations to funders and stakeholders.
- **Research:** Analyzing the impact of our programs to improve our offerings and report to stakeholders.
- **Fundraising:** Raising support to fund our programs.

Third-Party Sharing:

We do not sell, trade, or share data with any other entity, except as otherwise described below or expressly disclosed to you. To operate effectively, we may share your data with the following trusted third parties:

- **Service providers and business partners:** We engage service providers and business partners to assist us with operating our business and providing you with our services. These partners may perform various services, such as IT support, analysis and analytics, site hosting, and marketing.

- **To comply with law or cooperate with reasonable requests:** We may disclose your personal information to law enforcement agencies, courts, other government authorities or other third parties where we believe necessary to comply with a legal or regulatory obligation. We may disclose personal information as we deem reasonably necessary to support lawful investigations or otherwise to protect our rights or the rights of you or any other party.
- **In the context of a transaction:** We may disclose your personal information to potential transaction partners, service providers, advisors, and other third parties in connection with the consideration, negotiation, or completion of a corporate transaction.
- **Research Partners:** To conduct studies on the effectiveness of our programs.

Data Retention:

We retain your personal data to maintain records for program participation and to fulfill our legal and operational requirements. However, you have the right to request the deletion of your data at any time.

Types of Data We Collect:

We collect various types of personal information to enhance your experience with ASAP. This includes:

- **Identifiers**, including your name, mailing address, phone number, email address, birthday, unique personal identifiers such as IP addresses and device identifiers, and other similar identifiers;
- **Military history**, such as your military status, branch, service era, disability status, and accommodations, or those of your related veteran
- **Demographics**, including race, ethnicity, and gender identity, or those of your related veteran
- **Commercial information**, such as products or tickets purchased, application and participation history, or other purchasing or consumption histories or tendencies;
- **Geolocation data**, such as precise location and general location information (e.g., city, state, and zip code);
- **Financial information**, such as payment card information;
- **Pictures, audio, and video**, such as photographs or any videos taken at ASAP events;
- **Information you provide through surveys and applications;** and
- Any other information you may provide to us.

3. User Rights

Access and Control:

You have the right to access and update your personal information. Each time you complete an application for our programs, you can review and modify your data.

Opt-Out Options:

You can opt out of:

- **Text Communications:** By texting STOP to any of our text messages.
- **Email Marketing:** By clicking the "unsubscribe" link at the bottom of our marketing emails.

4. Security Measures**Data Protection:**

Your data is securely stored in Salesforce, which employs industry-standard security measures to protect against unauthorized access, disclosure, or loss.

5. Compliance and Legal Requirements

ASAP is committed to complying with all applicable U.S. privacy laws, including those of all 50 states. We regularly review our practices to ensure they align with legal requirements.

6. Cookies and Tracking Technologies**Cookie Usage:**

We use cookies and similar tracking technologies to enhance your experience on our website and for marketing purposes.

User Control:

When you first visit our website, a banner will appear allowing you to manage your cookie preferences. You can adjust your settings to control the use of cookies.

7. Children's Privacy**Audience:**

Most ASAP programs and services are not intended for individuals under the age of 18.

Parental Consent:

If any of our programs are geared towards children, applications must be completed by a guardian to ensure proper consent is given.

8. Policy Updates

This Privacy Policy may be updated periodically to reflect changes in our practices or legal requirements. The latest version will always be accessible on our website.

9. Contact Information

If you have any questions or concerns about our privacy practices, please contact us at **hello@asapasap.org**. We are here to assist you with any inquiries you may have.