

# PRIVACY POLICY

Last updated: 06/05/2026

This Privacy Policy describes how The Aspen Art Museum, through its website <https://aspenartmuseum.org/> (the “Site” or “we”), collects, uses, and discloses your Personal Information when you visit or make a transaction through the Site.

## Contact

After reviewing this policy, if you have additional questions, want more information about our privacy practices, or to request to access, correct, delete, or transmit your Personal Information or opt-out of processing for certain purposes, please contact us by e-mail or by mail using the details provided below:

**By email:** [info@aspenartmuseum.org](mailto:info@aspenartmuseum.org)

**By mail:** Aspen Art Museum, 637 E Hyman Ave, Aspen CO 81611, United States

## Collecting Personal Information

When you visit the Site, we collect certain information about your device, your interaction with the Site, and information necessary to process your transactions. We may also collect additional information if you contact us for customer support. In this Privacy Policy, we refer to any information about an identifiable individual (including the information below) as “Personal Information”. See the list below for more information about what Personal Information we collect and why.

### ● Device information

- **Purpose of collection:** to load the Site accurately for you, to perform analytics on Site usage to optimize our Site, and to provide you with targeted advertisements or marketing communications we believe may be of interest to you.
- **Source of collection:** Collected automatically when you access our Site using cookies, log files, web beacons, tags, or pixels.
- **Disclosure for a business purpose:** shared with our payment processor Ticketapp and third-party advertisers.
- **Personal Information collected:** version of web browser, IP address, general geographic location, time zone, cookie information, what sites or products you view, search terms, and how you interact with the Site.

### ● Transaction information

- **Purpose of collection:** to provide products or services to you, to process your payment information, arrange for shipping, and provide you with invoices and/or transaction confirmations, communicate with you, screen our transactions for potential risk or fraud, and when in line with the preferences

- you have shared with us, provide you with information or advertising relating to our products or services.
- **Source of collection:** collected from you.
  - **Disclosure for a business purpose:** shared with our payment processor Ticketapp.
  - **Personal Information collected:** name, billing address, shipping address, payment information (including credit card numbers), email address, and phone number.
  - Customer support information
    - **Purpose of collection:** to assist with transactions or provide information relating to our services.
    - **Source of collection:** collected from you.
    - **Disclosure for a business purpose:** may be shared with our payment processor Ticketapp.
    - **Personal Information collected:** name, billing address, shipping address, payment information (including credit card numbers), email address, and phone number.

## Minors

We do not knowingly or intentionally collect Personal Information from minors. If you are the parent or guardian and believe your child has provided us with Personal Information, please contact us using the contact information above to request deletion.

## Sharing Personal Information

We share your Personal Information with service providers to help us provide our services and fulfill our contracts with you, as described above. For example:

- We use Ticketapp to process memberships and donations through the Site.
- We may share your Personal Information to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights.

## Behavioral Advertising

As described above, we use your Personal Information to provide you with targeted advertisements or marketing communications we believe may be of interest to you. For example:

- We use Google Analytics to help us understand how our customers use the Site. You can read more about how Google uses your Personal Information here: <https://www.google.com/intl/en/policies/privacy/>. You can also opt-out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>.

- We share but do not sell information about your use of the Site, your transactions, and your interaction with our ads on other websites with our advertising partners. We collect and share but do not sell some of this information directly with our advertising partners.

For more information about how targeted advertising works, you can visit the Network Advertising Initiative's ("NAI") educational page at <https://www.networkadvertising.org/understanding-online-advertising/how-does-it-work>.

You can opt out of targeted advertising by:

- FACEBOOK - <https://www.facebook.com/settings/?tab=ads>
- GOOGLE - <https://www.google.com/settings/ads/anonymous>
- BING - <https://about.ads.microsoft.com/en/forms/policies/opt-out-of-the-microsoft-advertising-optimization-program>

Additionally, you can opt out of some of these services by visiting the Digital Advertising Alliance's opt-out portal at: <https://optout.aboutads.info/>.

## **Using Personal Information**

We use your Personal Information to provide our services to you, which may include: processing payments, shipping and fulfillment of your transaction, and keeping you up to date on new services and offers.

## **Lawful basis**

Pursuant to the General Data Protection Regulation ("GDPR"), if you are a resident of the European Economic Area ("EEA"), we process your personal information under the following lawful bases:

- Your consent;
- The performance of a contract between you and the Site;
- Compliance with our legal obligations;
- To protect your vital interests;
- To perform a task carried out in the public interest;
- For our legitimate interests, which do not override your fundamental rights and freedoms.

## **Retention**

When you visit or initiate a transaction through the Site, we will retain your Personal Information for our records unless and until you ask us to erase this information. For more information on your right of erasure, please see the 'Your rights' section below.

## **Automatic decision-making**

If you are a resident of the EEA, you have the right to object to processing based solely on automated decision-making (which includes profiling), when that decision-making has a legal effect on you or otherwise significantly affects you.

We do not engage in fully automated decision-making that has a legal or otherwise significant effect using customer data.

## **Your rights**

### **Colorado Residents**

If you are a resident of Colorado, you may have the following rights with respect to processing your Personal Information, to the extent required by the Colorado Privacy Act: (i) the right to opt out of targeted advertisements; (ii) the right to confirm whether we are processing Personal Information about you and to access certain Personal Information in a useable format; (iii) the right to correct certain inaccurate Personal Information; and (iv) the right to delete certain Personal Information. If you would like to exercise these rights, please contact us through the contact information above. If you submit a request about these rights, we may ask you or your authorized agent for your name, contact information, or additional information as reasonably necessary to verify your identity and as permitted by law. If we decide not to act on your request, you have the right to appeal by contacting us again through the contact information provided above. We will respond in writing to any request for appeal within forty-five (45) days after receiving your appeal, but may extend our response time as permitted under Colorado law. If you have concerns about the result of the appeal, you have the right to contact the Colorado State Attorney General.

### **European Union Residents**

If you are a resident of the EEA, you have the right to access the Personal Information we hold about you, to port it to a new service, and to ask that your Personal Information be corrected, updated, or erased. If you would like to exercise these rights, please contact us through the contact information above.

### **California Residents**

If you are a resident of California, you have the right to access the Personal Information we hold about you (also known as the 'Right to Know'), to port it to a new service, and to ask that your Personal Information be corrected, updated, or erased. If you would like to exercise these rights, please contact us through the contact information above.

### **Authorized Agent**

If you would like to designate an authorized agent to submit these requests on your behalf, the authorized agent may contact us using the contact information above. We may require the authorized agent to provide proof that you gave the agent signed permission to submit the request. We may also require that you verify your own identity directly with us.

## **Cookies**

A cookie is a small amount of information that's downloaded to your computer or device when you visit our Site. This Site uses Google Analytics to understand how visitors use our Site. Google Analytics may collect anonymized data such as pages viewed, time spent on the site, and general geographic location via cookies. This data is used solely to improve Site performance and is not sold or shared. You can opt out of Google Analytics tracking by installing the Google Analytics Opt-out Browser Add-on.

Please note that blocking cookies may not prevent how we share information with third parties. To exercise your rights or opt-out of certain uses of your Personal Information by these parties, please follow the instructions in the "Behavioral Advertising" section above.

## **"Do Not Track" and Universal Opt-Out Preference Signals**

Please note that because there is no consistent industry understanding of how to respond to "Do Not Track" signals, we do not alter our data collection and usage practices when we detect such a signal from your browser.

Universal Opt-Out Mechanisms such as the Global Privacy Control (GPC) allow customers with GPC-enabled browsers and devices to send a signal that will communicate the customer's request to opt-out of sales of their Personal Information and to opt-out of certain sharing of their Personal Information. If we detect and recognize Opt-Out Preference Signals such as the GPC from your device or browser, where required by applicable law, we will honor the signal as a valid request to opt out of the sale or sharing of Personal Information.

## **Changes**

We may update this Privacy Policy from time to time in order to reflect, for example, changes to our practices or for other operational, legal, or regulatory reasons.