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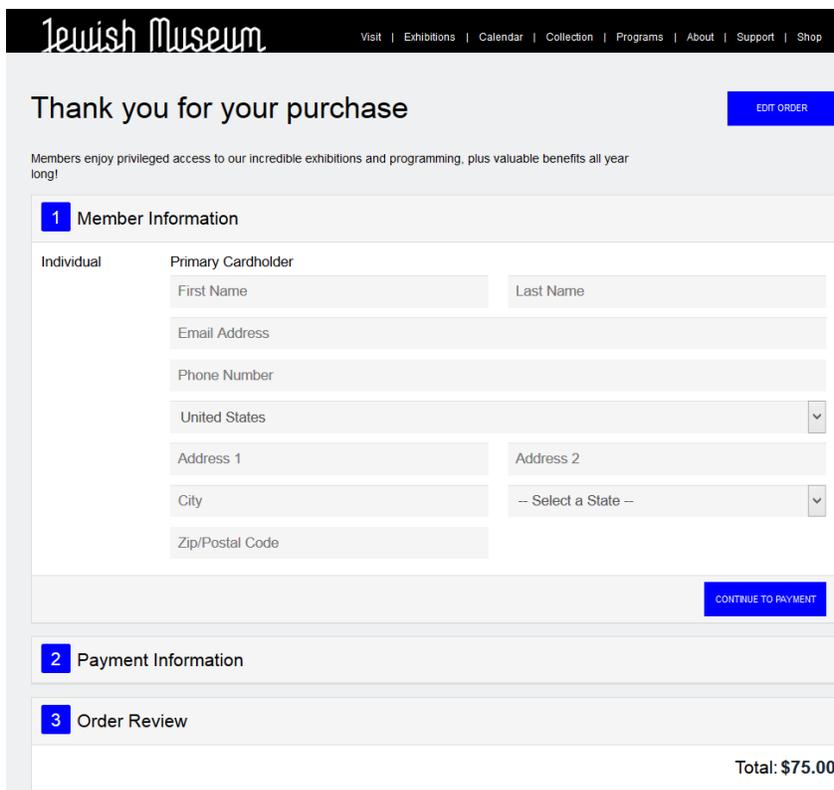
Museum Partner Observation #3: Privacy and Data Security at the Jewish Museum

The Jewish Museum has the ability to collect personal information from users who visit its website. For example, users share their email address when they sign up for the Museum’s electronic newsletter. Online visitors who purchase a membership, book event tickets, or shop the online store also share their names, contact information, and payment card information.



The screenshot shows a blue-themed sign-up form for eNews. The title "eNews" is centered at the top. Below it, there are two columns of checkboxes with labels: "This Month at the Jewish Museum" (checked), "Exhibitions", "Talks & Performances", "After Hours Events", "Film Programs", "Family Programs", "Educator Programs", and "Museum Shops". At the bottom, there is a white input field labeled "Your Email" and a blue "SIGN UP" button.

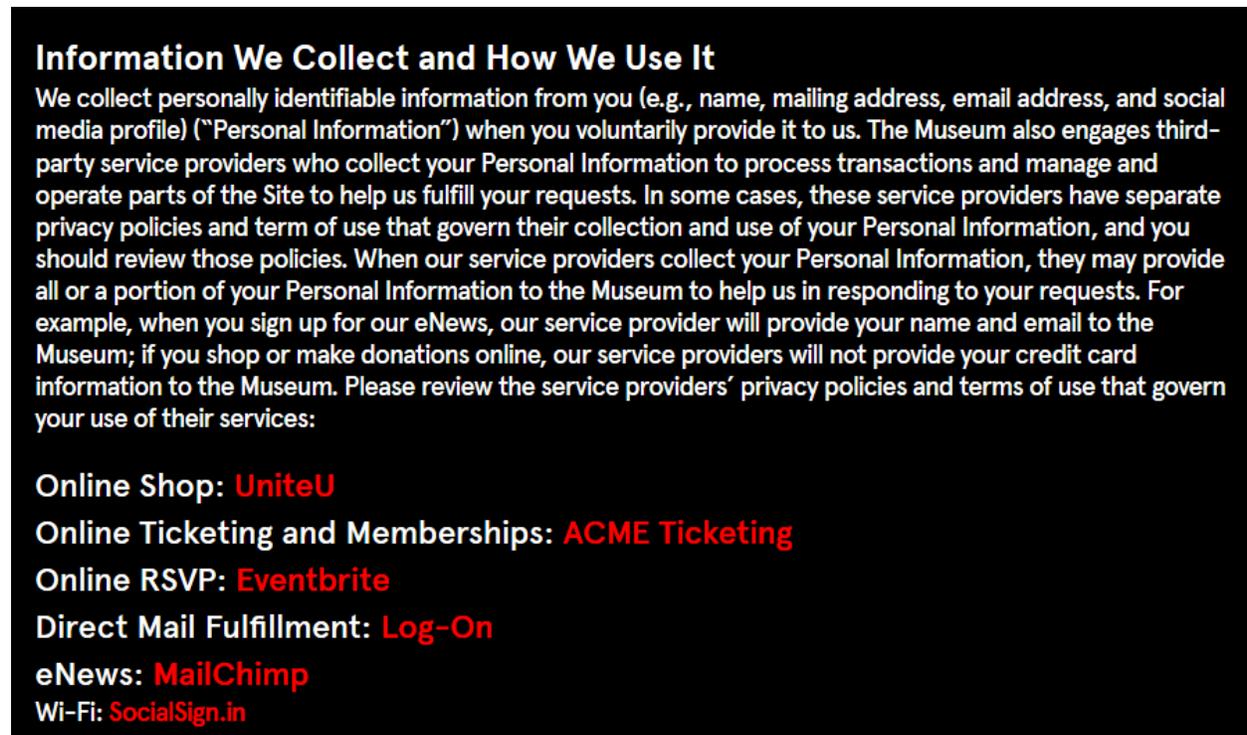
Online visitors can share their email to receive eNews updates from the Jewish Museum.



The screenshot shows the checkout page for a membership at the Jewish Museum. The header includes the "Jewish Museum" logo and navigation links: "Visit | Exhibitions | Calendar | Collection | Programs | About | Support | Shop". The main heading is "Thank you for your purchase" with an "EDIT ORDER" button. Below this, a message states: "Members enjoy privileged access to our incredible exhibitions and programming, plus valuable benefits all year long!". The checkout process is divided into three steps: 1. Member Information, 2. Payment Information, and 3. Order Review. The "Member Information" section includes a "Primary Cardholder" label and several input fields: "First Name", "Last Name", "Email Address", "Phone Number", a country dropdown menu (set to "United States"), "Address 1", "Address 2", "City", a state dropdown menu (set to "-- Select a State --"), and "Zip/Postal Code". A "CONTINUE TO PAYMENT" button is located at the bottom right of this section. The "Order Review" section at the bottom right shows a "Total: \$75.00".

When purchasing a membership, users share their name, address, and payment card information.

Consequently, the Jewish Museum has posted Terms of Use, which include a Privacy Policy that affirms the Jewish Museum’s commitment to protecting the privacy of its online users.¹ The Privacy Policy offers transparency regarding the types of information collected and how the Museum uses it. For example, users can voluntarily share personal information as described above, and the Jewish Museum will use it to fulfill their requests. In some cases, the Museum works with third-party service providers which have separate privacy policies. The Jewish Museum lists the names of these third party companies, with links to their respective terms of use.



Screenshot of section of the Jewish Museum’s Privacy Policy.

The Jewish Museum states that it will use personal information only for the purpose provided by online visitors. However, there are some significant exceptions. It may send users “other communications regarding our mission, programs, events, and opportunities” that the Museum thinks may be of interest. It may combine shared information with other personal information previously given and/or publicly available data for fundraising outreach. It can collect anonymous, not personally identifiable information through “cookies.” The Museum would compile and aggregate this information and use it or share it with third party service providers, for the purpose of improving online visitor experience. If a user’s browser disables cookies, some areas of the Jewish Museum’s site may not function as intended.

The Jewish Museum also reserves the right to disclose and use personal information: (1) to enforce the Privacy Policy; (2) to take action regarding suspected illegal activities; (3) to

¹ Privacy Policy, Jewish Museum, accessed at <https://thejewishmuseum.org/about-this-site#privacy-policy>

protect anyone's rights, safety, or property; (4) to comply with the law or legal process (e.g., a search warrant, subpoena, or court order); (5) in connection with a merger, reorganization, or a sale or transfer of assets; or (6) for any other reason the Museum determines is necessary, appropriate, or required by law.

The Jewish Museum and its website draws visitors from around the world. The Privacy Policy reminds international visitors that the Jewish Museum's servers are located in the United States. As such, when users share personal information, it will be transferred to the United States and protected in accordance with United States law, which may not provide the same level of protection required in other jurisdictions.

Users may contact the Jewish Museum to request that their personal information not be used in certain ways. The Museum's communications contain information on how to opt-out or unsubscribe. Alternatively, users may contact the Jewish Museum's marketing department if they no longer wish to receive communications.

Sharing Information

We may share your Personal Information with service providers who help us operate our Site. We also reserve the right to disclose and use Personal Information and other information to enforce this Privacy Policy and our Terms, to take action regarding suspected illegal activities; to protect the rights, safety or property of any one; to comply with law or legal process (e.g., a search warrant, subpoena, statute, or court order); in connection with a merger, consolidation, or reorganization or a sale or transfer of some or all of our assets or a similar transaction; or for other reasons we determine in good faith are necessary, appropriate, or required by law.

Review and Correction of Personal Information; Opt Out

We will make reasonable efforts to enable you to review your Personal Information and, upon your instructions, to correct inaccuracies in your Personal Information. If you wish to review or correct your Personal Information, or if you would like to request that we not use your Personal Information in certain ways, please contact us at . If you no longer wish to receive communications from us, you can follow the opt-out or unsubscribe instructions in the materials you receive or contact us at marketing@thejm.org.

Children Under Age Thirteen

Our Site offers educational information and activities for children relating to the artistic and cultural heritage of the Jewish people. The Museum, however, does not knowingly collect Personal Information from children under age thirteen. If a parent or legal guardian becomes aware that your child under age thirteen has provided Personal Information to our Site, please contact us at marketing@thejm.org.

Security

The Museum strives to keep your Personal Information secure and uses commercially reasonable efforts to safeguard it from unauthorized use. Of course, no security measures can be guaranteed to be 100% effective, so you use our Site at your own risk.

Transfer of Information to the United States

Our servers are located in the United States. If you are located outside of the United States, please be aware that information you provide to us will be transferred to the United States. By using our Site or providing your Personal Information, you consent to this transfer and the collection, storage, processing, and use of your Personal Information in the United States and as described in this Privacy Policy. Please be advised that your Personal Information will be protected in accordance with United States law, but this may not be the same level of protection as is legally required in the European Union or other jurisdictions.

Contact Us/Questions

If you have any questions about our Privacy Policy, our Terms, or our Site, please contact the Museum at the marketing@thejm.org.

Last Revised

November 1, 2017

Screenshot of section of Jewish Museum's Privacy Policy.

The Jewish Museum maintains that it strives to keep personal information secure and uses commercially reasonable efforts to safeguard it from unauthorized use. Nonetheless, the Privacy Policy states that “no security measures can be guaranteed to be 100% effective, so you use our Site at your own risk.”

In summary, the Jewish Museum’s Privacy Policy provides detailed information about how the Museum uses personal information shared by online users. In addition to fulfilling requests, the Museum uses information for marketing and fundraising. It also reserves the right to use personal information to comply with the law. To the extent that the Museum shares information third party service providers, it provides their names and links to their relevant policies. The Jewish Museum protects personal information in accordance with American data privacy law, but as this area of law evolves, the Jewish Museum must ensure that it remains prepared to respond to new challenges.