

BRANFORD ELECTRIC RAILWAY ASSOCIATION, INC.  
THE SHORE LINE TROLLEY MUSEUM

POLICY NUMBER 106

GENERAL

PRIVACY POLICY

Introduction

We recognize the importance of protecting the privacy of certain basic personally identifiable information such as names, addresses, email addresses, phone numbers and credit card numbers, etc. (Information) collected about our members and Visitors. We do not collect Information from individuals unless they provide it to us voluntarily and knowingly. The Board of Trustees adopted this Policy to guide how we use such Information.

Purpose

The purpose of this Policy is to balance our legitimate business interests in collecting and using Member or Visitor Information with the reasonable expectation of privacy, which may be held by those providing such information. The Branford Electric Railway Association, Inc. ("the museum"), values deeply the privacy of its members.

Policy

The museum periodically requests and collects personal data from all of its members. These data are used by the museum to contact you with news, announcements of upcoming events, volunteer and donation opportunities, and other information which the museum believes may be of interest to you based on your membership in the museum.

The museum does not sell its contact information to third parties. The museum may contact you on behalf of similar organizations, such as other museums, in which the museum believes you may have an interest.

The museum may ask you for demographic information about yourself. This information is used only for bulk, statistical purposes and individual demographic data are not shared or disclosed. The museum also uses members' date of birth to verify eligibility for certain museum activities.

When you participate in museum activities, you consent to the use of your photographic image (including stills, audio and video) in museum publications, press releases, web sites, etc., including third party media. Your name will not be identified or disclosed in these photographs unless you have given us your explicit permission. If you are part of the volunteer or paid staff of the museum, your name may be used in these circumstances unless you have explicitly requested in writing that it not be used.

Branford Electric Railway Association  
Policy 106  
Privacy Policy (continued)

Your name, email address or other information will never appear in a publicly accessible or searchable area of the web site without your explicit permission. This information may appear in the members' only section of the web site unless you have explicitly requested in writing that it not appear.

The museum takes reasonable steps to safeguard your personal information and use it in accordance with this policy. However, it cannot guarantee this and is not liable for any disclosure or misuse of the information.

Approved by the Board of Trustees May 14, 2012  
Reaffirms policy adopted at the February 2009 meeting of the Board of Trustees.