

CULTURAL PASS

Mobile App Privacy Policy

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Introduction

Fund for the Arts, Inc. (“FFTA” or “We”) respects your privacy and are committed to protecting it through our compliance with this policy. The purpose of this Privacy Policy is to describe and disclose to you the types of information we may collect, how we may collect it, with whom we may share it, and certain of matters related to such information, including the rights you may have with respect to your information, the choices you have regarding the collection of your information, and use of information that you may provide when you download, install, and/or create an account to access or use the Cultural Pass mobile application (the “App”).

Please read this Privacy Policy carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, do not download, create an account, or use this App. By downloading, creating an account, or using this App, you agree to this Privacy Policy. This policy may change from time to time and your continued use of this App after we revise this policy means you accept those changes, so please check the policy periodically for updates.

Privacy Statement

We respect the privacy of your information. We provide this explanation about our information practices as a show of our commitment to protect your privacy. This policy applies only to information we collect in the App and in email, text, and other electronic communications sent through or in connection with this App.

This policy DOES NOT apply to information that:

- we collect offline or on any other FFTA apps or websites, including websites you may access through this App;
- you provide to or is collected by any third party, including other apps, websites, or content that may link to or be accessible from or through this App (even if such third parties are identified as “Cultural Pass Partners” in the App, on FFTA’s website, or elsewhere);
- in email, text, and other electronic messages between you and the FFTA or our Website, including on forms you fill out online;
- when you interact with advertising and applications on third-party websites and services, if those applications or advertising include links to this policy;
- when you make purchases on or in connection with the App;
- when you contact us by email or by telephone in connection with inquiries of any sort; and/or
- information we obtain from a third party, such as a third-party site, vendor, service provider, analytics partner, marketing or remarketing partner, or other platform provider.

Our websites and apps, and these third parties may also have their own privacy policies, which we encourage you to read before providing information on or through them.

Children Under the Age of 13

While the Cultural Pass program is designed for participation by youth ages 0-21, the App is not intended for children under 13 years of age. No one under age 13 may provide any information to or on the App. We do not knowingly collect personal information from children under 13. If you are under 13, do not use or provide any information on this App or through any of its features, do not create an account on the App, do not make any purchases through the App, and do not provide any information about yourself to us, including your name, address, telephone number, email address, or any screen name or user name you may use. If we learn we have collected or received personal information from a child under 13, we will delete that information. If you believe we might have any information collected from a child under 13, please contact us at <https://culturalpass.app>.

Information We Collect and How We Collect It

By using the App, you may provide personally identifiable information to FFTA. You will also be asked to choose a user ID and password in order to receive certain communication or notices. If you do not create an account to register, you may not use the App. Through your use of the App, we collect several types of data and information from and about you, including information:

- that is about you or reasonably capable of being associated or could be linked, directly or indirectly, with you and your Cultural Pass account, such as name, birth date, postal address, email address, telephone number, and any other identifier by which you may be contacted online or offline;
- that is reasonably related to your usage of the App, including check-in activities, interactions with the App, and preferences, and/or that is about you but does not identify you individually, such as searches you perform, clicks on categories on the App, event detail clicks, and login and logoff information; and/or
- about your internet connection, the device or other equipment you use to access the App, location services (if enabled), operating system, and App version utilized and any associated usage details.

We collect information from and about users of our App:

- directly from you when you provide it to us;
- automatically when you use the App; and/or
- from third parties, including our Cultural Pass Partners.

Information You Provide to Us

When you download the App, create an account, or use the App, the information we collect may include:

- information that you provide by filling in forms in the App, including, but not limited to, information provided at the time of creating an account on the App or when you report a problem with the App;

- records and copies of your correspondence (including email addresses), if you contact us;
- your responses to surveys that we might ask you to complete for research purposes;
- details of transactions you carry out through the App;
- when you check in to an event hosted by a Cultural Pass Partner with the App; and/or
- your search queries on the App.

Information We Collect Through Automatic Data Collection Technologies

As you navigate through and interact with the App, including when you download, access, or use the App, we may use automatic data collection technologies to collect certain information about your device and your browsing and usage activity and patterns, including:

- **Usage Details.** When you access and use the App, and if expressly authorized by the user, we may automatically collect certain details of your access to and use of the App, including traffic data, location data, and other communication data and the resources that you access and use on or through the App.
- **Device Information.** If you access the App on your mobile device, including iPads and other tablets, we may collect information about your mobile device and internet connection, including the device's unique device identifier, IP address, operating system, browser type, mobile network information, and the device's telephone number, country, and any other information such as user name, geo-location, or email address associated with the device. As you may access the App with more than one device, we may collect information from all devices you use and aggregate it into your account profile and elsewhere in our system.
- **Location Information.** When enabled, this App may collect real-time information about the location of your device.

If you do not want FFTA to collect this information, do not download the App or delete it from your device. Data collected by the App during use is not automatically deleted upon deletion of the App. If you wish for your data to be deleted upon deletion of the App, please contact us at support@culturalpass.app and we will delete any data related to you and your activities. No data is collected across third party websites, apps, or other online services but the App will collect information about user's check-in activities over time.

The technologies we use for automatic information collection may include:

- **Cookies (or mobile cookies).** A cookie is a small file placed on your mobile device. It may be possible to refuse to accept mobile cookies by activating the appropriate setting on your smartphone. However, if you select this setting, you may be unable to access certain parts of our App.
- **Web Beacons.** Certain HTML emails that we send to determine whether the recipients of those HTML emails have opened those emails and/or clicked on links in those emails may use a variety of technical methods for tracking purposes, including Web Beacons. Web Beacons are small pieces of data that are typically embedded in images and that may permit the FFTA to count various statistics including, but not limited to, recording

the popularity of certain content and verifying system and server integrity. These technical methods may involve the transmission of information either directly to us or to another party authorized by us to collect information on our behalf. The information from use of these technical methods may be collected in a form that is personally identifiable.

FFTA may tie non-personal information collected automatically to personal information you provide to FFTA or that FFTA collects about you from other sources.

Third-Party Information Collection and Websites

The App may contain links to third-party websites. These linked websites are not under our control, and we are not responsible for the privacy practices or the contents of any such linked website or any link contained in any linked website. We provide such links only as a convenience, and the inclusion of a link on the App does not imply endorsement of the linked website by FFTA. If you provide any personal information through any such third-party website, your transaction will occur on the third-party's website (not the App) and the personal information you provide will be collected by and controlled by the privacy policy of that third party. We recommend that you familiarize yourself with the privacy policies and practices of any third parties.

Some content or applications, including advertisements, on the App may be served by third-parties, including advertisers, ad networks and servers, content providers, and application providers. These third parties may use cookies, alone or in conjunction with web beacons or other tracking technologies, to collect information about you when you use the App. The information they collect may be associated with your personal information or they may collect information, including personal information, about your online activities over time and across different websites and other online services. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content.

We again do not control these third parties' tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly.

How We Use Your Information

We use information that we collect about you or that you provide to us, including any personal information:

- to provide you with the App and access to its contents related to the Cultural Pass program, and any other information, products, or services that you request from us;
- to notify you when App updates are available, and of changes to any products or services we offer or provide through it;
- to ensure technical functionality and proper operation of the App;
- to provide you with information that may be targeted to your interests;

- to fulfill any other purpose for which you provide the information;
- to notify you about changes to the App or any items that we may offer through the App;
- to allow you to participate in interactive features on the App, if any;
- to inform you of a prize you may have won, if we offer any;
- to send promotional material or special offers on behalf of ourselves, our Cultural Pass Partners and/or their respective affiliates and subsidiaries and other third parties;
- to improve FFTA marketing and promotional efforts, to statistically analyze App usage, to improve our content and product offerings, and to customize our content, layout and services;
- to request additional information from you for various purposes;
- to contact you about the App, technical support, your account or other inquiries;
- to prevent fraud or potentially illegal activities and monitor and enforce the App's terms of use;
- to enforce the restrictions and limitations on use of the Cultural Pass;
- in any other way we may describe when you provide the information; and
- for any other purpose with your consent.

The usage information FFTA collects helps FFTA improve the App and deliver a better and more personalized experience by allowing FFTA to estimate audience size and usage patterns, store information about user preferences, allow FFTA to customize the App according to users' individual interests, accelerate user searches, and recognize Users when they use the App.

We use the location information collected for check-in activities for purposes of counting a visit by a user to a Cultural Pass event.

FFTA may also use your information to contact you about third parties' goods and services that may be of interest to you. If you do not want FFTA to use your information this way please adjust your preferences in your account profile and opt out of this sharing of information.

Disclosure of Your Information

We do not sell the data and information submitted to or collected by the App to third-parties. FFTA shares your information with Cultural Pass Partners to facilitate check-ins and experiences with those Cultural Pass Partners.

In addition, FFTA may disclose aggregated information about App users, and information that does not identify any individual, without restriction.

In addition, we may disclose personal information that we collect or you provide:

- To our Cultural Pass Partners. We may share information with our Cultural Pass Partners and other related parties for cross-marketing, identification of individual visiting a Cultural Pass Partner as part of the Cultural Pass program, and other purposes. Cultural Pass Partners may market their products or services to you. Such Cultural Pass Partners

are organizations, groups, and venues participating in the Cultural Pass program. A complete list of our Cultural Pass Partners can be found at <https://fundforthearts.org/culturalpass/>

- To our Service Providers. We engage the services of other businesses and individuals to support our organization. Examples may include preparing and sending email relating to our business, providing marketing assistance, fulfilling orders, Website analysis, analyzing data, processing credit card payments, providing customer service and storing data or information on third-party servers. These businesses or individuals may have access to personally identifiable information needed to perform their functions. Their use will be subject to their privacy policies and our agreements with them.
- To fulfill the purpose for which you provide it;
- For any other purpose disclosed by FFTA when you provide information;
- With your consent.

FFTA may also disclose your personal information to comply with any court order, law, or legal process, including responding to any government or regulatory request; to enforce FFTA's rights arising from any contracts between you and FFTA, including the end user license agreement governing your use of the App, terms of use governing your use of FFTA's website; or if FFTA believes such disclosure is necessary or appropriate to protect the rights, property, or safety of FFTA, its constituents, or others (including by exchanging information with other organizations for purposes of fraud protection and credit risk reduction).

Choices About How We Use and Disclose Your Information

We strive to provide you with choices regarding the personal information you provide to us. This section describes mechanisms we provide for you to control certain uses and disclosures of your information.

- **Withdrawing Your Consent.** Your decision to download the App and register with the Cultural Pass program is voluntary. Your consent is the basis of our processing your information, and you may update your account or delete your account at any time to withdraw the consent.
- **Tracking Technologies.** You can set your mobile device to refuse all or some cookies, or to alert you when cookies are being sent. If you disable or refuse cookies or block the use of other tracking technologies, some parts of the App may then be inaccessible or not function properly.
- **Location Information.** You can choose whether or not to allow the App to collect and use real-time information about your device's location such as through the device's privacy settings. If you block the use of location information, some parts of the App may become inaccessible or not function properly.
- **Opt Out.** If you do not want us to use your email address, phone number, or other contact information to promote our own or third parties' products or services to deliver advertisements, you can opt-out by logging into the App and adjusting your user preferences in your account profile by toggling and/or checking or unchecking the

relevant boxes or by sending us an email stating your request to support@culturalpass.app

Data Security and Transfer of Data

We have implemented measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration and disclosure; however, we cannot warrant or guarantee the security of your personal information as no security measures or data transmission can be 100% secure.

The safety and security of your information depends on you. If we have given you (or where you have chosen) a password for access to certain parts of the App, you are responsible for keeping this password confidential. We ask you not to share your password with anyone. Any transmission of personal information is at your own risk. We are not responsible for circumvention of any privacy settings or security measures contained on the App.

The information we collect and receive through the App is stored in the United States. If you reside outside of the United States, do not use or provide any information on this App or through any of its features, do not create an account on the App, do not make any purchases through the App, and do not provide any information about yourself to us, including your name, address, telephone number, email address, or any screen name or user name you may use. If you submit personal information to us, you consent to the general use and disclosure of such information as provided in this Privacy Policy and to the transfer and/or storage of that information in the United States.

Changes to Our Privacy Policy

It is our policy to post any changes we make to our Privacy Policy through a notice on the App. If we make material changes to how we treat our users' personal information, we will notify you through a notice on the App and may ask you to review and accept any changes to continue use of the App. The date the Privacy Policy was last revised is identified at the top of the page. You are responsible for periodically visiting this Privacy Policy to check for any changes.

Contact Information

To ask questions or comment about this privacy policy and our privacy practices, contact us at: support@culturalpass.app