



**WISCONSIN CENTER DISTRICT PRIVACY POLICY**

*Effective Date / Date of Last Revision: December 15, 2023*

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- 1. WHO WE ARE**
  - 2. HOW TO CONTACT US**
  - 3. PROTECTING YOUR PRIVACY GENERALLY**
  - 4. TYPES OF PERSONAL DATA WE COLLECT**
  - 5. HOW WE USE YOUR PERSONAL DATA**
  - 6. HOW WE SHARE YOUR PERSONAL DATA**
  - 7. CHILDREN'S PRIVACY**
  - 8. LINKS TO THIRD PARTY WEBSITES**
  - 9. DATA RETENTION**
  - 10. ACCESSIBILITY**
  - 11. DO NOT TRACK SIGNALS**
  - 12. YOUR STATE PRIVACY RIGHTS**
  - 13. CHANGES TO THIS PRIVACY POLICY**
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- 1. WHO WE ARE.** The Wisconsin Center District (“**WCD**,” “**we**,” “**our**,” or “**us**”) is a government body created by Wisconsin statutes to fund, build and operate the special event venues (“**Services**”) in Milwaukee, Wisconsin, including the Baird Center, UW-Milwaukee Panther Arena and Miller High Life Theatre. WCD operates publicly accessible websites at <https://wcd.org>, <https://bairdcenter.com>, <https://uwmilwaukeepantherarena.com> and <https://millerhighlifetheatre.com> (“**Sites**”).

Some of the data we collect is considered “personal information” or “personal data” under applicable law (collectively referred to in this Privacy Policy as “**Personal Data**”). Generally, Personal Data is information that can be reasonably connected to an identified or identifiable individual. It does not include deidentified or anonymized data.

The purpose of this Privacy Policy is to disclose to you how we collect, use and share Personal Data and how we attempt to safeguard the Personal Data we collect and process. We may update this Privacy Policy from time to time. When we do, we will post an amended version of the Privacy Policy on our Sites. Please review this Privacy Policy periodically.

- 2. HOW TO CONTACT US.** If you have any questions regarding data protection or your rights, please contact us:

Wisconsin Center District  
400 W. Wisconsin Avenue  
Milwaukee, WI 53203  
414.908.6000  
[privacy@wcd.org](mailto:privacy@wcd.org)

- 3. PROTECTING YOUR PRIVACY GENERALLY.** We have implemented industry standard technical and organizational security measures designed to protect the security of the Personal Data we process. However, despite our safeguards and efforts to secure your information, no electronic transmission over the Internet or information storage technology can be guaranteed to be 100% secure, so we cannot promise or guarantee that hackers, cybercriminals, or other unauthorized third parties will not be able to defeat our security and improperly collect, access, steal, or modify your

information. Although we will do our best to protect your Personal Data, transmission of Personal Data to and from our Site and through our Services is at your own risk. You should only access the Site within a secure environment. If you register for an account with us, it is your responsibility to maintain the confidentiality of your username and password. If you become aware that your account or credentials have been compromised, please notify us immediately.

#### 4. TYPES OF PERSONAL DATA WE COLLECT.

**a. Information You Provide To Us.** Depending on how you interact with us and our Sites, we may collect the following categories of Personal Data that you provide it to us:

- *If you register for an account with us, we collect contact information and identifiers such as electronic mail address, password, Wi-Fi name, and any other information you choose to provide to us;*
- *When using the Sites generally, we collect information about how you navigate our Sites and any other information you choose to provide to us;*
- *When you contact us, we collect your contact information, as well as any other information you choose to provide to us;*
- *When you subscribe to our newsletter, we collect your name and email address;*
- *When you apply for a position with us, we collect your contact information and information regarding your education history and job history, as well as any other information you provide to us.*

**b. Information We Collect Via Tracking Technology.** We may use tracking technologies/cookies to collect information as you use the Sites, such as:

- *Usage Information.* We collect information such as which pages/features of the Sites you access and the frequency of access.
- *Device Information.* For example, hardware model, operating system, application version number, and browser.
- *Mobile Device Information.* We collect and aggregate information about your mobile device or tablet, device type, WiFi and carrier.
- *Location Information.* Location information from visitors to our Sites on a city-regional basis.

You can control the use of tracking technologies / cookies at the browser level by setting your web browser controls to accept or refuse cookies. Some cookies, deemed “essential” cookies are required for us to provide you with our Sites. In addition, most advertising networks offer you a way to opt out of targeted advertising. You can find out more about Cookies and how to manage them by visiting [www.AboutCookies.org](http://www.AboutCookies.org). You can also learn about which third parties have currently enabled Cookies for your browser or mobile device and how to opt-out of some of those Cookies by accessing the [Network Advertising Initiative’s website](#) or the [Digital Advertising](#)



[Alliance's website](#). For more information on mobile specific opt-out choices, visit the [Network Advertising Initiative's Mobile Choices website](#).

- c. **Google Analytics.** We use Google Analytics, a web analytics service provided by Google, Inc. Google Analytics uses cookies or other tracking technologies to help us analyze how users interact with the Sites, compile reports on their activity, and provide other services related to their activity and usage. The technologies used by Google may collect information such as your IP address, time of visit, whether you are a returning visitor, and any referring website. The information generated by Google Analytics will be transmitted to and stored by Google and will be subject to Google's [privacy policies](#). To learn more about Google's partner services and to learn how to opt out of tracking of analytics by Google, click [here](#).
- d. **Personal Data We Collect About You From Other Sources.** In some instances, we may receive Personal Data about you from other sources. This includes government entities, advertising networks, data brokers, operating systems and platforms, mailing list providers, social networks, and advertising and marketing partners.

**5. HOW WE USE YOUR PERSONAL DATA.** We collect, process and use Personal Data to allow you to provide our Sites and Services to you. For example, we use the Personal Data we collect to:

- Communicate with you;
- Provide you with information about our events;
- Provide our Services;
- Provide our newsletter;
- Process your account registration (where applicable);
- Provide you with support;
- Personalize your experience on our Sites;
- Maintain and improve our offerings and services;
- Measure the performance of our Sites;
- Protect the security and integrity of the Sites;
- Investigate, prevent or take action regarding illegal activities, suspected fraud or violations of our terms of use;
- Efficiently maintain our business;
- Comply with applicable law; and
- Defend our legal rights and the rights of others.

**6. HOW WE SHARE YOUR PERSONAL DATA.** We may provide access to your Personal Data to others in the following limited ways:

- a. **With service providers.** We may share Personal Data with service providers who:
- perform data services on our behalf, such as hosting and managed services;
  - engineer, develop, maintain and update the Site;
  - prepare, deploy and analyze advertising content on our behalf;
  - provide other services on our behalf, such as accounting services, call center services, client relationship management services and other various business services;



- process ticket sales and payment information on our behalf; and
  - accept online job applications and inquiries.
- b. **To Meet Our Legal Requirements or Exercise Our Rights.** We may share Personal Data with third parties in the following instances:
- When we are required to do so by law.
  - In connection with any legal proceedings or prospective legal proceedings.
  - To establish, exercise, or defend our legal rights, including providing information to others for the purposes of fraud prevention.
  - When we reasonably believe it is appropriate to apply to a court or other competent authority for disclosure of that Personal Data where, in our reasonable opinion, such court or authority would be reasonably likely to order disclosure of that Personal data.
  - We may share information with other persons or entities as part of our own business transactions.
- c. **At Your Request.** We will share your Personal Data when you request or otherwise consent to the disclosures.
7. **CHILDREN'S PRIVACY.** We do not intentionally collect any Personal Data from individuals under the age of thirteen (13) years of age. We do not sell Personal Data of any individuals, including individuals under the age of thirteen (13) years.
8. **LINKS TO THIRD-PARTY WEBSITES.** Our Sites may contain links to other websites and companies that may be of interest to you and/or are providing services on our behalf. If you click on any of those links, you will leave our Sites. We are not responsible for third-party websites. Therefore, please consult the terms of service and privacy policies of those sites when you visit them.
9. **DATA RETENTION.** We will store your Personal Data for as long as: (a) you maintain an account with us; (b) you continue using our Sites; (c) your Personal Data is stored in our back up servers and/or services; (d) in accordance with our retention policies and schedules; and/or (e) as long as we are legally required to retain the Personal Data.
10. **ACCESSIBILITY.** We value all of our users, and it is our goal to provide an excellent experience for all our users, including our users with disabilities. You understand and accept, however, that some of the features of the Sites may not be fully accessible because they are provided by third-parties or have errors. If you wish to access this Privacy Policy in an alternate format or. If you would like to report an issue you are experiencing on any of our Sites, please email us at [info@wcd.org](mailto:info@wcd.org) You expressly agree to attempt to resolve any and all issues with accessibility (ADA or otherwise) directly with us and in good faith prior to instituting any legal action against us and will provide us with 30 days to correct any errors or other accessibility issues.
11. **DO NOT TRACK SIGNALS.** Some internet browsers incorporate a “Do Not Track” feature that signals to websites you visit that you do not want to have your online activity tracked. Given that there is not a

uniform way that browsers communicate the “Do Not Track” signal, the Sites do not currently interpret, respond to or alter its practices when it receives “Do Not Track” signals.

**12. YOUR STATE PRIVACY RIGHTS.** Depending on the state in which you reside and the current laws of that state, you may have certain privacy rights regarding your Personal Data, which may include:

- The right to confirm whether or not we are processing your Personal Data and to access such Personal Data;
- The right to obtain a copy of your Personal Data that we collected from and/or about you in a portable and, to the extent technically feasible, readily usable format that allows you to transmit the information to another controller without hindrance, where the processing is carried out by automated means;
- The right to delete Personal Data that we collected from and/or about you, subject to certain exceptions;
- The right to correct inaccurate Personal Data that we maintain about you, subject to certain exceptions;
- The right, if applicable, to opt out of the processing of your Personal Data for purposes of (1) targeted advertising; (2) the “sale” of your Personal Data (as that term is defined by applicable law); and (3) profiling in furtherance of decisions that produce legal or similarly significant effects concerning you;
- If we are required by applicable law to obtain your consent to process sensitive Personal Data, the right to withdraw your consent; and
- The right not to receive discriminatory treatment by us for the exercise of your privacy rights.
- **Notice to California Residents – Shine the Light Law:** If you are a California resident, California Civil Code § 1798.83 permits you to request information regarding the disclosure of your personal information by us to third parties for the third parties’ direct marketing purposes (as those terms are defined in that statute). We do not sell or disclose information to third parties for their direct marketing purposes.

To exercise or inquire about your rights, please contact us directly at [privacy@wcd.org](mailto:privacy@wcd.org). If legally required, we will comply with your request upon verification of your identity and, to the extent applicable, the identity of the individual on whose behalf you are making such request. To do so, we will ask you to verify data points based on information we have in our records. If you are submitting a request on behalf of another individual, please use the same contact methods described above. If we refuse to take action regarding your request and your state permits appeals of our decision, you may appeal our decision by replying to the email you received from us in response to your request.

**13. CHANGES TO THIS PRIVACY POLICY.** We reserve the right to change, modify or otherwise update this Privacy Policy at any time and in our discretion. When we make material changes to this Privacy Policy, we will provide notice of such changes by posting an updated version on the Sites. Your



continued use of the Sites and/or Services following our notification of changes means that you accept and agree to the changes.