

PRIVACY POLICY

INTRODUCTION

The Solomon R. Guggenheim Foundation (the “Guggenheim”) is committed to protecting the privacy of its Web site visitors in accordance with applicable laws and regulations. All information gathered from you in connection with your use of this Web site (the “Site”) is governed by the Guggenheim’s Privacy Policy for Web site Visitors set forth hereof (the “Privacy Policy”).

COLLECTION AND USE OF PERSONAL DATA BY GUGGENHEIM

Cookies

The Guggenheim uses “cookies” to improve your return access and visits to the Site. You may choose to reject these cookies at any time without preventing your access to the Site. However, please note that the Guggenheim’s cookies will not be disclosed to any third party and are not linked to personally identifying information. For maximum enjoyment of the entire Site, we recommend that you accept the Guggenheim’s cookies.

The Guggenheim does not systematically collect or record names, addresses, phone numbers, gender identity or other personally identifying data (the “Personal Data”) from visitors to the Site, unless such data is voluntarily submitted by visitors for the purposes outlined below.

Online Mailing Lists

When you subscribe to our Online mailing list(s), the Guggenheim will request information necessary to process your subscription and send you the information you seek: your name, address, telephone number, e-mail address, and areas of interest. Your Personal Data may be used as set forth below. See “Use of Personal Data by the Guggenheim” and “Disclosure of Personal Data to Others.”

Online Memberships

When you purchase a Guggenheim Museum Membership online through the Site, the Guggenheim and its third party merchants and agents will request information necessary to process your membership and acknowledge your contribution: your name, billing and shipping address, telephone number, e-mail address and credit card information. Your credit card information will be used only for the purpose of processing and documenting the transaction. Your Personal Data may be used as set forth below. See “Use of Personal Data by the Guggenheim” and “Disclosure of Personal Data to Others.”

Please note that when you purchase a Guggenheim membership online, you exit the Guggenheim Site and enter the site of our store merchant, “Yahoo.” Yahoo has an independent privacy policy that governs Yahoo’s use of Personal Data, which is collected during your purchase. Please consult <http://privacy.yahoo.com/privacy/us/shop/details.html> for more information.

E-Newsletters

From time to time, the Guggenheim may offer Site visitors the opportunity to subscribe to one or more online newsletters. If you choose to subscribe, the Guggenheim or its third party affiliate(s) will request such information, including Personal Data, as is necessary to process your subscription. You may subscribe or unsubscribe at any time by following the associated instructions.

Online Surveys

From time to time, the Guggenheim may offer Site visitors the opportunity to participate in an online survey. If you choose to participate, the Guggenheim or its third party affiliate(s) will request such information, including Personal Data, as is necessary to process your survey results. The Guggenheim will in each instance provide a specific policy governing the use of Personal Data collected from such survey.

USE OF PERSONAL DATA BY THE GUGGENHEIM

Unless specifically noted otherwise in this Privacy Policy, the Guggenheim may use your Personal Data to notify you of events, programs, sales at the Guggenheim Store and special offers and promotions related to the Guggenheim Museum. We may also request your participation in surveys.

DISCLOSURE OF PERSONAL DATA TO OTHERS

Aggregate Information

The Guggenheim may compile and provide aggregate statistics about Site visitors, customers, sales, traffic patterns, and related information to third parties, but such information will not specify Personal Data.

Credit Cards

The Guggenheim will not share, rent, or sell your credit card information with third parties.

Personal Data

The Guggenheim may share your Personal Data, as collected under the circumstances outlined above, with other reputable organizations, such as other nonprofits, art institutions, and media companies.

Do Not Contact

If you do not want to be contacted by the Guggenheim, or if you do not want the Guggenheim to share your Personal Data, please let us know by writing to donotcontact "AT" guggenheim.org.

Children 12 Years Old and Under

Please note that the Site is not specifically dedicated to children and the Guggenheim does not actively solicit information from children. Children under the age of 12 are required to obtain permission from an adult before submitting information to the Site.

Site Security

The Guggenheim secure server software uses industry-standard Secure Socket Layer (SSL) encryption technology. SSL encodes your personal data, including credit card name and number, as it travels over the Internet so that all transactions are secure. If you prefer, you may also place an order with the Guggenheim Museum Online Store by calling 800-329-6109. You may purchase a membership by calling 212-423-3535. You may inquire about making a donation by calling 212-423-3624.

Contact Information

You may send comments about this Privacy Policy to privacy "AT" guggenheim.org.

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