

## **Privacy Policy**

The Times Square Alliance ("we", "us") respects your privacy and is committed to protecting any personal information ("Personal Information") that you provide to us. We have created this Privacy Policy (this "Policy") to explain what information we collect about you and what we do with it. We reserve the right to modify this Policy at any time and without notice, but we will post any new policy here. Please note that this Policy applies to the Times Square's websites and mobile app. By using or navigating our websites or mobile app, you acknowledge that you have read, understand and agree to be bound by this Policy or any modified or substituted policy as posted, and agree to the collection of your Personal Information as described herein. If you do not agree with these terms, please do not use or visit our websites or mobile app.

This Privacy Policy tells you what personal information we collect, why we collect it and what we do with it ('personal information' is any information that identifies or could identify you). When you engage with us or use our services, we understand that you are sharing data with us that is personal and could be sensitive as well. We ensure that we comply to all aspects of data protection law to ensure that your information remains protected.

### **Our Privacy Principles**

When we collect and use your personal information, we ensure that we look after it properly and use it in accordance with the principles set out below:

The personal information you provide is processed fairly, lawfully and we are transparent with you about what we use it for;

1. We only use your personal information for the purposes we have told you;
2. We only collect information that is required for the purpose for which it is processed;
3. Your personal information is kept accurate and up to date, where necessary;
4. We only keep your personal information for as long as is necessary for the purposes for which it has been processed, or required by law;
5. We take appropriate steps to keep your personal information secure;
6. We do not ever sell your personal information and only share it with organisations who assist in providing you with our services.

Where we process Personal Data we shall abide by these principles to the extent necessary and appropriate.