

This Privacy Policy describes our policies on the collection, use and disclosure of your information in connection with your use of our website (“Site”). Information collected on the Site may be used in the manner described below by The New York Treasure Hunt LLC, our agents, subsidiaries, trusted partners and vendors (collectively, “NYTH”). When used herein, the terms “we”, “us” and “our” refer to NYTH. When this Privacy Policy uses the term “personal information,” unless defined otherwise we mean information that identifies or is reasonably capable of identifying or being associated with a particular individual, such as full name, street address, telephone number or email address.

We encourage you to review the entire Privacy Policy.

Collection of Personal Information

We may collect the following categories of personal information from you:

- Contact information, including name, email address, street or mailing address, and telephone or mobile phone number;
- Billing information, including billing address, order details and other commercial information;
- Demographic information, including age, date of birth, gender, interests, country and zip code;
- Unique online identifiers, including username and password, and your device’s Internet Protocol (IP) address;
- Geolocation information, including your actual or approximate location (for example, from the IP address of your device or computer);
- Internet and other electronic network activity; and
- Other information you provide to us in connection with a request (including without limitation information about your health relating to access or special requirements at events or productions hosted by or on behalf of NYTH).

Use of Personal Information

We or one of our trusted partners may use this information for the following business purposes:

- Send a one-time email or e-card to your friends upon your request when you provide their email address;
- Send you marketing communications and display online advertising;
- Administer promotions and sweepstakes you enter and notify you of the results;
- Improve our marketing and advertising efforts;
- Maintain and improve our Site, content, products and services;
- Conduct research and analysis;
- Display or promote content and advertising based upon your location and/or interests;
- Provide location services such as “tagging” and “check-in”;
- Maintain the security and effective functioning of our Site and your accounts;

- Fulfill our obligations and enforce our rights and remedies under a contract; and
- Address our compliance and legal obligations and exercise our legal rights.

We use cookies, web beacons and similar technologies to automatically collect internet and other electronic network activity, including information about your computer as you browse our Site, as described in greater detail in the “Tracking Technologies” section below.

Our Site may include interactive mini-programs that provide specific services from another company (e.g., displaying digital news feeds, playing music, “liking” or sharing content, etc.), often referred to as widgets. You may have the opportunity to submit personal information, such as your email address, for collection through a widget. A widget may also use browser or Flash cookies and/or collect clickstream and usage data. Information collected by a widget is governed by the privacy policy of the company that created it.

Retention

We will retain your information for as long as needed to provide you services, or otherwise to fulfill the purpose(s) for which the information was collected. We will use and retain your information as necessary to comply with our legal obligations, resolve disputes and enforce our agreements.

Information Sharing

We may provide your personal information to companies that help us with our business activities (e.g. vendors, partners, etc.) or that assist us in improving our products, content, services or advertising. These companies are authorized to use your personal information only as necessary to provide these services.

We may also share your personal information for the purposes described above as required by law, such as to comply with a subpoena or similar legal process; When we believe in good faith that disclosure is necessary to protect our rights, protect your safety or the safety of others, investigate fraud or respond to a government request; In connection with a corporate change including a merger, acquisition or sale of assets; or To any other party with your prior consent or otherwise at your direction.

Mobile Marketing

If you choose to join a mobile marketing list, please be aware that there are usually costs associated with receiving SMS (text) or MMS (multimedia) messages depending on your wireless carrier and plan. You should check with your mobile carrier to determine what charges apply before signing up to receive our updates via your mobile phone. If you would like to stop receiving messages from us or sent on our behalf on your mobile phone, please reply to the message with “STOP”. You may also contact your wireless carrier for additional information on receiving or stopping mobile messages.

We may also send you push notifications from time-to-time in order to update you about any events or promotions that we may be running. If you no longer wish to receive these types of communications, you may turn them off at the device or application level, as applicable. To ensure you receive proper notifications, we will need to collect certain information about your device such as operating system and user identification information.

Geolocation

If you have previously enabled your computer or mobile device to send us location information, you may be able to opt-out from further allowing us to access such information by changing the settings on your computer or mobile device or by uninstalling the application.

Tracking Technologies

We and our business partners use cookies and other technologies such as web beacons to keep track of your visits, preferences and profile information.

Cookies are text files containing small amounts of coded information that are downloaded to your device when you visit a website. Cookies are then sent back to the originating website on each future visit, or to another website that recognizes that cookie. Cookies are useful because they allow a website to recognize a user's device. Cookies and similar technologies help us to improve our Site and to deliver a better and more personalized experience, for example, by storing information about how you use our Site and allowing us to recognize you when you return. You may refuse to accept cookies by changing the privacy settings on your internet browser but this can mean certain parts of our site may not work properly. We and our business partners may automatically or passively collect information as you browse our Site(s) such as connection information (including the domain name and Internet Service Provider), browser type and version, mobile device ID, cell phone carrier, operating system and device type, average time spent on our Site(s), pages viewed, traffic to and from the website, information accessed, the IP address you use to connect to the Internet and related geographical information about your computer or mobile device, and advertising data and other standard weblog information. Such information is sometimes referred to as web analytics and/or clickstream data.

"Web beacons" (also known as image tags, pixel tags, GIFS or web bugs) are small pieces of code used to collect advertising data, such as counting page views, promotion views or advertising responses. Web beacons or similar technologies may be used for various purposes, including, without limitation, to count visitors to the Site, to monitor how users navigate the Site, to count how many sent e-mails were actually opened or to determine whether content sent was actually viewed.

Managing your cookies & tracking technology preferences

To manage your cookie preferences on our Site, please refer to the "Manage Cookies" link in the cookie banner of the applicable Site.

Some web browsers offer a "Do Not Track" feature that signals to website you visit that you do not want to have your online activity tracked. When you choose to turn on the "Do Not Track" settings in your browser, your browser will send a signal to website, analytics providers, advertisement networks, plug-in providers, and other web service providers you encounter while browsing to stop tracking your activity. To find out more about "Do Not Track," please visit www.allaboutdnt.com.

Opting out of tracking or targeted advertising cookies doesn't mean you won't receive online advertising, just that the advertisements you see won't be based on the website pages you've visited.

Security

We follow generally accepted industry standards to protect the personal information submitted to us, both during transmission and after receipt. However, no method of transmission over the Internet or method of electronic storage is 100% secure and we cannot guarantee its absolute security.

Location of Processing

Our Site are operated in the United States. If you are located in a jurisdiction outside of the United States, please be aware that information we collect will be processed in the United States, a jurisdiction in which the privacy laws may not be as comprehensive as those in the country where you reside and/or are a citizen.

Personal Information Rights

Under applicable data protection laws, you may have certain rights in relation to your personal information, such as the right to know about how we process your personal information, to access your personal information and obtain a copy of it or a portable version of it, to correct or delete your personal information, and to opt out of certain types of processing or sharing of personal information where applicable.

Upon request we will provide you with information about whether we hold any of your personal information.

Additional Information

Links to Other Site - Our Site(s) includes links to other Site whose privacy practices may differ from those of NYTH. If you submit personal information to any of those Site, your information is governed by their privacy policies. We encourage you to carefully read the privacy policy of any site you visit.

Children - We do not knowingly collect or attempt to collect any personal information from children under the age of 13.

For more information on how to protect your children online:

Visit www.OnGuardOnline.gov for social networking safety tips for parents and youth.

Questions About This Privacy Policy

If you have questions or concerns regarding this Privacy Policy, you should first contact NYTH. You can contact us about this Privacy Policy by writing to us:

The New York Treasure Hunt LLC

NYTH
144 N 7th St, #134
Brooklyn, NY, 11249-2920

Changes To This Policy

By using our Site(s), you agree to the terms of this Privacy Policy. We may amend this Privacy Policy at any time and, as such, we encourage you to periodically review this page for the latest information on our privacy practices. If we make a material change to this Privacy Policy, we will send an email to users who have provided an email address or post a notice on our Site(s) prior to the change becoming effective.