

Privacy Policy

Effective Date: November 18, 2025

This Privacy Policy describes how the **Cookout at the Vineyard (CATV)** event, operated by **The Veraison Project (TVP)**, a 501(c)(3) non-profit organization, collects, uses, and protects your personal information.

1. Information We Collect

We collect information directly from you when you interact with our website, purchase tickets, or participate in our events. This may include:

A. Personal Identification Data

- Name, email address, phone number, and mailing address.
- Payment information (collected and processed securely via third-party providers like our ticketing platform; we do not store full credit card details).

B. Event-Specific Data

- Ticket purchase history and registration details.
- **Dietary Restrictions and Allergies:** Information you provide during checkout to ensure safe catering at the event.
- **Donation History:** Records related to contributions made to The Veraison Project.

C. Digital and Technical Data

- Information collected automatically via cookies and similar technologies (e.g., IP address, browser type, pages visited) to improve website functionality and marketing effectiveness.

2. How We Use Your Information

We use the information collected for the following primary purposes:

- **Event Management:** To process your ticket purchases, manage your registration, and ensure your dietary needs are met.
- **Marketing & Communications:** To send you event updates, marketing emails, and information about future CATV events or TVP initiatives (if you have opted in).
- **Non-Profit Compliance:** To provide tax receipts for donations, fulfill grant reporting requirements, and communicate our mission and impact.
- **Sponsor Fulfillment & Reporting:** We may share anonymized aggregate demographic data (e.g., age range, geographic location) with our sponsors for reporting purposes, but we **do not** sell or share your individual contact information.

3. Media and Content Usage (Photo/Video Release)

By attending the Cookout at the Vineyard, you acknowledge and agree to the following terms regarding media:

- **Consent:** You grant TVP/CATV the irrevocable right to use your photograph, video footage, audio recording, and likeness taken at the event for promotional, marketing, and educational purposes.
- **Use:** This content may be used on our website, social media channels, advertisements, and in fundraising materials for The Veraison Project.
- **Compensation:** You waive any right to inspect or approve the finished product or the use of such content, and waive any right to royalties or other compensation arising from or related to the use of the content.

4. Third-Party Sharing and Data Security

We rely on external partners to run the event and the non-profit efficiently.

- **Service Providers:** We share necessary personal information with third-party service providers (e.g., ticketing providers, email distribution platforms, caterers) strictly for the purpose of carrying out their services. These parties are contractually obligated to protect your data.
- **Security:** We implement reasonable and appropriate security measures to protect your personal information from unauthorized access, disclosure, alteration, or destruction.

5. Your Rights and Choices

You have control over your personal information:

- **Opt-Out:** You can opt out of receiving marketing emails from us at any time by clicking the "unsubscribe" link located at the bottom of our emails.
- **Access/Correction:** You may request access to the personal information we hold about you or ask us to correct or delete your data by contacting us via the email address below.

6. Contact Information

If you have any questions or concerns about this Privacy Policy or our data practices, please contact us:

Cookout at the Vineyard
Email: catv@theveraisonproject.com