

PRIVACY POLICY

OUR COMMITMENT TO PRIVACY

The Metropolitan Pier and Exposition Authority (MPEA) values your privacy and the privacy of your children. We provide this policy (the "Privacy Policy") to explain our online information practices and the choices you can make about the way your information, and your child's information, is collected and used when you visit the Navy Pier website located at www.navypier.com (the "Website"), operated by the MPEA.

This Privacy Policy is effective as of January 31, 2011, and describes how MPEA handles your personal information. Access to this Website is provided subject to the following policy. Please read this document carefully as use of this Website constitutes acceptance of all of the following terms and conditions. If you do not agree with the terms of this Privacy Policy, your ultimate choice is to not use this Website. This Privacy Policy applies to the Navy Pier Website only.

The MPEA encourages parents, guardians and caregivers to become involved in their children's online experience. We suggest that you talk with your children about using the Internet and disclosing information on this Website and any website. We would also encourage parents to discuss this Privacy Policy with your children so they better understand how to use our Website and the kind of information we may collect.

THE INFORMATION WE COLLECT

PERSONAL INFORMATION

For most activities on our Web Site, the information we collect is non-personal (such as first name only, age, and state). Children can surf our Web Site, view content, and download materials without the MPEA collecting any personal information.

If you enter a contest or send us a question, we may also ask for an e-mail address. If you are under 13 and wish to participate in an activity on the Website that requires you to provide personally identifiable information, your parent or guardian will be required to provide the MPEA with verifiable parental consent before you can participate. If we receive parental consent, the MPEA will only collect the information necessary for your participation in that feature of the Website.

We will not actively collect personally identifiable information about you unless you provide it to us voluntarily.

NAVIGATION INFORMATION

We also collect anonymous navigation information on our servers. Navigation information does not personally identify users. We use this information to help us track statistical data that allows us to make adjustments to our Website and improve online services for our visitors. The navigation information we collect may include the following:

- the type of browser and operating system you are using;
- the address of the referring site and the website you visit when you leave our Website;
- the date and time of your visit; and
- your server's IP address

PASSIVE INFORMATION COLLECTION

A "cookie" is a text file that is stored on your computer. Cookies are technically unable to read personal information that may be stored on your computer. You can disable cookies on your browser, but may not be able to access portions of the Website. Most internet browsers also allow you to erase cookies from your computer hard drive or receive a warning before a cookie is stored. Please refer to your browser instructions or help screen to learn more about these functions.

The MPEA may use session cookies to collect small pieces of information about those who visit the Website. Session cookies are a line of text that is stored temporarily in your browser to ensure that you are recognized when you move from page to page within the Website and that any information you have entered is remembered. Session cookies are not stored on your computer and disappear when you close your browser. For example, without session cookies, items placed in a shopping cart will disappear by the time you reach the checkout.

We may use a third party traffic aggregator to compile aggregated statistics concerning the use of the Website, such as the time and date of a page view.

We passively collect information to understand what areas of the Website are most popular, which areas may require improvement and what technologies are being used by our visitors. This information helps us to update and improve the Website. We also use this information for security purposes, to detect and to block security breaches and to provide you with a safe online environment.

THE WAY WE USE INFORMATION

We may disclose information when we are required to do so by law, at the request of governmental organizations conducting an investigation, to verify or enforce compliance with the policies governing the Website and applicable laws, to protect against misuse or unauthorized use of the Website, when the safety of another individual is at risk, and in the event of sale, merger, liquidation, dissolution, reorganization, assignment, or other transfer of the business to which the information relates. The MPEA may provide aggregate statistics about our customers, sales, online traffic patterns, and related information to reputable third parties, but these statistics will not include any personally identifiable information.

If you submit comments, photographs, or anything else to us that is posted on the Website, you will be identified on our Website only by first name, age, city and state.

LINKS TO THIRD PARTY WEBSITES

The Website may contain links to third party websites, including those of our business partners and sponsors. However, we are not responsible for the privacy practices, content, or operation of third party websites. We encourage you to visit the privacy policies for each of these websites. Please direct any concerns regarding a third party website to the third party's site administrator or Webmaster.

You access and use such other websites, including the content, items, or services on those sites, solely at your own risk. You acknowledge and agree that the MPEA has no responsibility or liability for the availability of such external websites or resources or for the content, advertising, products, or other materials available through such sites or resources.

OUR COMMITMENT TO DATA SECURITY

The MPEA uses industry standard practices to safeguard and secure your personally identifiable information, such as secure socket layer technology to encrypt all information you input on the Website. We have also implemented appropriate physical, electronic and managerial procedures to safeguard and secure the information we collect online.

OUR COMMITMENT TO CHILDREN'S PRIVACY

The MPEA is committed to complying with the Children's Online Privacy Protection Act. If we know a user of the Website is under the age of thirteen, we will collect a parent's permission offline (by postal mail, fax or phone) before we collect, use, store or disclose any personal information supplied by that user.

We will also allow parents to review any personal information we may collect from children under 13 and to request that we stop using and delete such information at any time. (See below in the section titled "How You Can Access or Correct Your Information or Your Child's Information" for further information.)

CONTACT US

If you have any questions, comments, or concerns about this Privacy Policy or the information practices on the Web Site, please contact us at:

MPEA
301 East Cermak Road
Chicago, IL 60616
navypierinfo@mpea.com

HOW YOU CAN ACCESS OR CORRECT YOUR INFORMATION OR YOUR CHILD'S INFORMATION

The MPEA does not collect personally identifiable information about you unless you are prompted to provide that information. Information submitted via non-authenticated applications such as online surveys, promotional entries and requests for information or newsletters cannot be changed or viewed after it is submitted. However, information you provide via an authenticated application may be changed or reviewed by logging in to the Website using your user-id and password.

You may send us an email at navypierinfo@mpea.com to request access to or to correct or delete any personal information that you have provided to us or that your child has provided to us, as required by law. Should you elect to have all of your information deleted, we may delete the entire user account.

CHANGES TO THIS PRIVACY POLICY

MPEA may modify, add or remove any portion of this Privacy Policy at any time, and such changes will be posted on the Website.

CHOICE OF LAW

This Privacy Policy is governed by the laws of the State of Illinois. By using the Website, you agree that the laws of the State of Illinois shall apply to such use; the venue for any dispute arising out of the use of the Website shall be vested in the courts of Illinois; your use shall conform to all applicable laws and regulations of the State of Illinois; and that you will not violate the rights of any third parties.