

Information Collection & Treatment

Information collected on www.avfair.com is used to determine important statistical data for the Antelope Valley Fair, its partners and members to determine the effectiveness of the content, programs and advertisements offered through our website.

The Antelope Valley Fair, its partners and affiliates may collect personal contact and demographic information that the consumer willingly provides such as name, address, phone number, email, zip code, age, gender and income with the intention of using this information for purposes of statistical reporting and targeted promotional campaigns.

Demographic information may be used to "personalize" the user's experience on avfair.com and to provide targeted advertising. Contact information may be used to send promotional materials from the Antelope Valley Fair and/or its partners and affiliates. Users have the option of discontinuing the remittance of these by contacting us (please see "Opt-in/Opt-out").

Registration Information

Registration areas on our site may require users to provide contact information such as an email address and demographic information such as zip code, age or income level. The Antelope Valley Fair and/or its partners and members may use the information provided to send users relevant promotional materials.

Order Information

Contact and demographic information provided with a consumer's order via our online ticket order service is subject to usage outlined in "Information Collection". All financial information provided by the consumer is completely private and unshared, and employed for the sole purpose of billing the consumer for products purchased from the store.

Online Survey Information

To participate in online surveys, the user may be required to supply contact and/or demographic information. The Antelope Valley Fair utilizes the information provided by the user to send that user any compensation promised in exchange for completing the survey and/or for purposes outlined in "Information Collection."

Contest/Sweepstakes Information

Participation in avfair.com featured/sponsored contests and sweepstakes also requires the disclosure of contact and demographic information. This information is required to contact users as necessary. It may also be used to send you promotional information. However, users may opt out of or opt in to our mailings at any time. (See Opt Out/Opt In, below.)

Opt-In/Opt-Out

A user may choose remove themselves from our mailing list by following the instructions stated on our promotional communications.

Security

We have appropriate security measures in place to protect against the loss, misuse or alteration of information that we have collected from you on our site so you can feel comfortable and secure when placing an order for merchandise through our web store. Either a solid key icon or a locked padlock icon shows at the lower portion of your browser window when you enter pages on our site secured through

Secure Sockets Layer (SSL). We use industry-standard encryption technologies when transferring and receiving orders in our store.

Children

We do not knowingly collect personal information from children under 18. If a parent or guardian becomes aware that his or her child has provided us with personal information without such parent or guardian's consent, he or she should contact us. If we become aware that a child under 18 has provided us with personal information, we will delete such information from our files.

Online Transactions

All purchases made through avfair.com are secure. This website is secure.

Disclaimer

This site contains links to other sites. The Antelope Valley Fair has no control over the content exhibited on these sites, or the administration of them. Use of such sites is subject to each site's unique privacy policy.

Notification of Changes

We reserve the right to modify this privacy statement at any time, so please review it frequently. If we decide to change this privacy statement in any material way, we will notify you here, by email, or by means of a notice on www.avfair.com so our users are always aware of what information we collect, how we use it and under what circumstances we disclose it. For material changes in how we use personal information, we will provide advance notice by email (sent to the email address specified in your account) or by means of www.avfair.com prior to the change becoming effective. In all cases, your continued use of any Site or our products and services constitutes consideration and your binding acceptance to any such changes.

Contact Us

We welcome your feedback. For any questions, complaints or if you would like to express a concern, remove yourself from our mailing lists, or change your contact information, please email heather@avfair.com.

You may also contact us by mail at the following address:

Antelope Valley Fairgrounds

Attention: Marketing Dept. - Website Customer Support
2551 West Ave. H, Suite 102
Lancaster, CA 93536

THE ANTELOPE VALLEY FAIR RESERVE THE RIGHT TO UPDATE THIS PRIVACY POLICY AT ITS DISCRETION. ANY CHANGES WILL BE POSTED IMMEDIATELY.