

At NMPBS, we recognize and respect the importance of your privacy and are firmly committed to protecting your privacy. NMPBS adheres to a strict policy for ensuring the privacy of your personally identifiable information (such as full name, address, e-mail address, telephone number and/or other identifiable information) and preserving the integrity of this online medium.

Our Commitment To Privacy

Your privacy is important to us. To better protect your privacy we provide this notice explaining our online information practices and the choices you can make about the way your information is collected and used. To make this notice easy to find, we make it available on our homepage and at every point where personally identifiable information may be requested.

The Information We Collect

This notice applies to all information collected or submitted on the New Mexico PBS website. On some pages, you can make philanthropic contributions, order products, make requests, and register to receive materials. The types of personal information collected at these pages are: Name, Address, Email address, Phone number, Credit/Debit Card Information. We use Sage to process payments on our website. You can access their [privacy policy on their website](#).

Targeted Advertising

A cookie is a piece of data stored on the user's hard drive containing information about the user. When visitors come to the New Mexico PBS website, third parties (such as [AdRoll](#)) may place cookies on their browsers for targeted advertising purposes. We may also, at times, collect IP address information.

We also may use Facebook Custom Audiences to deliver advertisements to Website Visitors on Facebook based on email addresses. New Mexico PBS may use information collected from users to display advertisements from our Website Visitors to their target audience of users.

If you would like to opt-out of targeted advertising, please [contact us here](#).

The Way We Use Information

We use the information you provide about yourself to provide member benefits and/or to complete an order. We do not share this information with outside parties except to the extent necessary to provide benefits or complete an order.

We use the information you provide about someone else when placing an order only to ship the product and to confirm delivery. We do not share this information with outside parties except to the extent necessary to complete that order.

We use non-identifying and aggregate information to better design our website through Google Analytics. We may also share this information with other third parties. For example, we may tell a third party that X number of individuals visited a certain area on our website, or that Y number of men and Z number of women filled out our registration form, but we would not disclose anything that could be used to identify those individuals.

If you would like to opt-out of Google Analytics, Google offers an opt-out browser add-on that you may find useful: [Google Opt-Out Browser Add-On](#)

NMPBS offers free electronic newsletters to users. These newsletters include highlights of NMPBS programming and other information of interest to our viewers. To subscribe, you must provide your email address. To remove yourself from the mailing list, follow the instructions at the bottom of each e-newsletter, or contact us [here](#).

Finally, we never use or share the personally identifiable information provided to us online in ways unrelated to the ones described above without also providing you an opportunity to opt-out or otherwise prohibit such unrelated uses.

Protection / Safety of NMPBS staff and Others

We will release account and other personal information if we believe release is appropriate to comply with the law or to protect the rights, property or safety of NMPBS staff, our users or others.

Links to Other Websites

Pages on NewMexicoPBS.org and other NMPBS sites may contain links which, if you choose to click, will lead you to Web sites controlled by third parties ([PBS](#), [The United Way](#) or [CARS Vehicle Donation](#), for example). NMPBS is not responsible or liable for the actions of these third parties, including how they process personal information or for the content posted on their Web sites. If you decide to use a link on the NMBS site to visit another Web site, we encourage you to review the posted privacy policy to learn how any personal information you provide to that site is processed. Your use of a third-party Web site is at your own risk.

Our Commitment To Data Security

To prevent unauthorized access, maintain data accuracy, and ensure the correct use of information, we have put in place appropriate physical, electronic, and managerial procedures to safeguard and secure the information we collect online.

Our Commitment To Children's Privacy

Protecting the privacy of the very young is especially important. For that reason, we never collect or maintain information at our website from those we actually know are under 13.

How You Can Access Or Correct Your Information

You can access all your personally identifiable information that we collect online and maintain by logging in using your registration information. We use this procedure to better safeguard your information.

You can correct factual errors in your personally identifiable information by sending us a request that credibly shows error.

To protect your privacy and security, we will also take reasonable steps to verify your identity before granting access or making corrections.

Freedom of Information Act (FOIA)

Under the United States Freedom of Information Act, as a department of a government agency NMPBS is required to retain emails for 3 years as part of our public record keeping. We no longer collect IP addresses of those emails. The complete law can be viewed here: <https://www.justice.gov/oip/freedom-information-act-5-usc-552>

Terms and Conditions

NMPBS reserves the right to update or change this policy from time to time. Any changes to this privacy policy will be posted to this page as soon as reasonably possible, so please refer to this page regularly. Use of the NMPBS website constitutes consent to any policy then in effect. Thus, you agree to abide by the following terms and conditions:

- All registration information submitted by you is accurate and updated.
- You will not select or use an e-mail address of another person with the intent to impersonate that person.
- You will not use the e-mail address in which another person has rights without that person’s authorization.
- You are responsible for maintaining the confidentiality of your password. (Please know that if you choose to share your log-in and password, you are providing access to your private information.)

How To Contact Us

Should you have other questions or concerns about these privacy policies, please call: 505-277-2121, email us at: memberservices@newmexicopbs.org or contact us via mail:

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