ZOELLNER ARTS CENTER
GUIDELINES FOR RELEASE OF INFORMATION
Originally Dated: August 9, 2006
REVISED DRAFT 9/26/2018

Data Collected by Zoellner
Zoellner Ticket Services collects and stores patron data on its own system, including students, faculty, staff, alumni and community members. Data include:
- names and contact information of those wishing to receive information as well as from those whose names we have captured through publicly available data (e.g., church list)
- billing information (e.g., credit card numbers, bursar card numbers, checks) for those who purchase tickets
- Coding to identify current-year Zoellner donors

Data Storage
All ticket orders placed by subscription orders initially written on paper are entered into the ticketing system. The only time credit card numbers are written down is when subscribers mail in order forms. After processing, the paper orders are stored in a locked file cabinet in the locked ticket office. All credit card data are stored using encryption, in compliance with PCI-DSS. Ticket sellers can see only the last 4 digits of credit card numbers.

Data Access
Zoellner box office staff (includes full time and part time [student and non-student] staff) have access to patron contact information and have access to the paper orders before they are entered into the ticketing system.

Data Dissemination
We are part of a cultural exchange co-op of like-minded non-profit arts organizations and participate in list trades on occasion with them. Participating organizations never see mailing lists; they are sent directly to the mail house. We do share information with Zoellner Marketing and DAR (Advancement), on a need-to-know basis. We pass contact information to our printing and mailing houses. To the best of my knowledge, all data are destroyed after a mailing.

Data Security at Zoellner
Contact information and donor status are kept in a password-protected database, available to our ticket services and marketing staff. The database for contact and donor status information is in the ticketing system itself. All billing data are kept in locked files, accessible only to box office staff. The ticket office is kept locked at all times, and is alarmed at the close of business each day.

Information in the ticketing system is updated by a web-based system, Paciolan, which is in a secure environment with a site certificate.

The University requires all Work Study students to sign a university-wide confidentiality agreement. Non-students and student wage workers do not sign comparable forms.

9/26/2018