



South Jersey Cultural Alliance (SJCA) Data Policy

Effective Date: January 1, 2025

1. Purpose

The **South Jersey Cultural Alliance (SJCA) Data Policy** outlines how SJCA collects, manages, and shares data to:

- **Support cultural landscape assessment & advocacy** by gathering aggregated data on cultural participation and impact.
- **Promote cultural tourism** by providing publicly accessible information on South Jersey's artists, cultural organizations, and events.
- **Enhance visibility for individual cultural assets and creative professionals** through digital profiles on the **South Jersey Cultural Asset Map** and **Mobile Application**.
- **Ensure transparency and compliance** with applicable data privacy laws and user rights.

SJCA provides **members full control** over their **profiles and data** via a **self-service ArcGIS online portal**, allowing them to **update, modify, or remove their information** at any time.

2. Data Collection & Sources

SJCA collects data from various sources to populate the **South Jersey Cultural Asset Map, Membership Directory, and Cultural Tourism Resources**.

A. Member-Provided Data (Self-Managed in ArcGIS Portal)

- **Profile Information** (organization/artist name, contact details, website, social media links, artistic discipline, location, membership level).
- **Images & Media** (photos, videos, and descriptions).
- **Event Listings & Offerings** (exhibitions, performances, workshops, and cultural tourism activities).

B. Public & Partnership Contributions

- **Verified Public Data** (integrated from local arts councils, historical registries, and tourism agencies).

- **Collaborative Data Sharing** (cultural districts, municipalities, and tourism organizations).

C. Data from SJCA Programs & Engagements

- **Surveys & Feedback Forms** (collected from members and audiences to improve services).
- **Cultural Impact Reporting** (aggregated data for grant applications, advocacy, and funding assessments).

3. Member Data Management & Access

A. Member Control & Self-Management

- Members **own and control their own data** and can update, modify, or remove their records through the **ArcGIS online portal**.
- **Only verified members** can edit their profiles.

B. Public Visibility & Cultural Tourism Promotion

- Member profiles and cultural assets may appear on:
 - **SJCA.net**
 - **The South Jersey Cultural Asset Map**
 - **The SJCA Mobile App**
 - **Tourism promotion initiatives & partnerships**

C. Data Opt-Out & Removal Requests

- Members may request removal of their profile by contacting **info@sjca.net**.
- Publicly sourced data subjects may also request removal through this process.

4. Data Usage & Sharing

A. Intended Use

Data hosted on SJCA's platforms is used to:

- ✓ **Promote cultural tourism & local engagement.**
- ✓ **Support arts advocacy & grant reporting.**
- ✓ **Connect artists, organizations, and audiences.**
- ✓ **Inform research on the regional cultural economy.**

B. Data Sharing with Partners

- **Local & State Tourism Agencies** (for cultural promotion).
- **Funding, Service, & Advocacy Groups** (for impact analysis).
- **Academic & Research Institutions** (for cultural studies).

C. Commercial Use & Licensing

- **Non-Commercial Use** – Data is **free for public exploration** and **non-commercial research**.
- **Third-Party Licensing** – Organizations wishing to use data commercially must obtain **explicit permission** from SJCA.

5. Advertising & Sponsorship Policy

A. Purpose of Advertising & Sponsorships

SJCA offers **paid advertising and sponsorships** within the **Cultural Asset Map and Mobile Application** to:

- ✓ Promote **local cultural organizations, tourism businesses, and artists**.
- ✓ Generate revenue to sustain **SJCA's digital infrastructure**.
- ✓ Support **South Jersey's reputation as a cultural destination**.

B. Advertising Standards & Vetting Process

- Advertisements must align with **SJCA's mission** and **cultural tourism goals**.
- **Prohibited Content:** No **misleading, discriminatory, political, or inappropriate** ads.
- **Review Process:** All advertisements are subject to **SJCA approval** before publication.
- **Advertiser Responsibility:** Advertisers **must certify** that they own or have permission for **all media and claims made in their advertisements**.

C. Non-Endorsement & Indemnification

- SJCA **does not endorse** the products, services, or claims made by advertisers.
- Advertisers **must indemnify and hold SJCA harmless** against false advertising claims, consumer disputes, or legal action.

6. Privacy & Data Security Compliance

A. Compliance with State Data Protection Laws

Since SJCA collects and processes data primarily from individuals or entities in **New Jersey**, it complies with applicable **state data protection laws**, including:

1. **New Jersey Consumer Fraud Act (CFA) & Data Breach Notification Law**
 - Requires that businesses and nonprofits safeguard **personal information** and **notify affected individuals** in the event of a **data breach**.
 - Personal information includes **names, email addresses, and publicly available professional specialization data**.
 - SJCA data does not include sensitive identifiers (e.g., Social Security Numbers, driver's license numbers, account passwords).

B. Implied Consent & Data Collection

By engaging with **SJCA's membership system, submitting information to the South Jersey Cultural Asset Map, or participating in SJCA's data collection initiatives**, users **imply consent** to the collection, processing, and public display of relevant data in accordance with this policy.

- **SJCA Member Users** automatically receive a **secure login** with a **paid membership**, enabling them to **access, update, modify, or delete** their data at any time.
- **Basic (No-Cost) Members** may **request a free login** to manage their **profile, event listings, and cultural asset information**.
- Some **cultural asset information** is obtained through **field research** conducted by **SJCA field experts and partner organizations**. This data is **vetted for accuracy and relevance** before inclusion in the **Cultural Asset Map** to ensure it aligns with SJCA's mission.
- By maintaining a presence on SJCA's platforms, users acknowledge that:
 - Their submitted data may be **publicly displayed** to promote cultural tourism and regional engagement.
 - SJCA may integrate **field-researched data** into its platforms for **historical, cultural, or tourism-related purposes**.
 - Users are responsible for ensuring the **accuracy of their submitted information** and may update or remove it as needed.
- Users and listed organizations have the right to:
 - **Access** their profile and submitted data.
 - **Modify or correct** any inaccuracies.
 - **Update, replace, or delete** media files (e.g., photos, videos, descriptions).
 - **Request a review or correction** of field-researched listings if they believe the information is inaccurate.
 - **Request the removal** of their profile or listing if they no longer wish to be included.

Users who do not wish to have their data included may request removal or modification by contacting info@sjca.net or adjusting their settings via **SJCA's Member login portal link**.

C. Data Security Measures

SJCA is committed to **protecting personal information** and has implemented **state-compliant security measures** in accordance with **New Jersey, Pennsylvania, Delaware, and New York data protection laws**. These measures include:

1. Restricted Access Controls

SJCA employs **role-based access controls (RBAC)** and **multi-factor authentication (MFA)** to ensure that only authorized personnel can access sensitive data.

- **Limited Access Permissions:**
 - Only **designated SJCA administrators and IT personnel** have access to **secure databases and complete member records**.
 - User data within the **ESRI ArcGIS system** is accessible only by users with authenticated **SJCA Member or Basic (No-Cost) logins**.
- **Authentication Protocols:**
 - **Unique User Logins:** Each member receives **individual login credentials** with permissions based on membership level.

- **Multi-Factor Authentication (MFA):** Required for **administrative access** to SJCA's data management systems.
- **Data Encryption & Transmission Security:**
 - All sensitive information is **encrypted at rest and in transit** on **ESRI ArcGIS servers**.
 - Data transfers use **SSL/TLS encryption protocols** to protect against unauthorized interception.
- **Monitoring & Intrusion Detection:**
 - SJCA systems include **real-time activity monitoring** to detect **unauthorized access attempts** or anomalies.
 - Failed login attempts and suspicious activities trigger **automatic security alerts** for review.

2. Regular Security Audits

SJCA conducts **routine security audits** to assess vulnerabilities, ensure compliance, and maintain data integrity.

- **Quarterly Compliance Reviews:**
 - Data handling processes are reviewed **every year** to verify compliance with **NJ data laws**.
- **Access Logs & Review Procedures:**
 - All data modifications and access logs are **tracked, recorded, and reviewed** to identify unauthorized activities.
- **Policy Updates & Employee Training:**
 - SJCA's security policies are **updated annually** based on emerging cybersecurity threats and best practices.
 - Staff handling sensitive data undergo **mandatory cybersecurity training** to stay informed on **phishing risks, data handling protocols, and incident response procedures**.

3. Data Breach Response Plan

In the event of a **data breach**, SJCA follows a structured **incident response plan** to minimize damage and comply with **state reporting regulations**.

Step 1: Immediate Containment & Investigation

- **Detection & Confirmation:** SJCA's team investigates potential breaches via **intrusion detection systems and access logs**.
- **Containment Measures:**
 - **Temporarily disable compromised accounts** or limit access to affected systems.
 - **Revoke unauthorized access tokens** and update security credentials.
 - **Isolate affected servers or databases** to prevent further exposure.

Step 2: Risk Assessment & Forensic Analysis

- **Determine the Scope of the Breach:**
 - Identify **what data was accessed, altered, or stolen**.
 - Assess **potential risks** for affected members and SJCA systems.
- **Engage External Cybersecurity Experts (if needed):**
 - If a large-scale breach occurs, SJCA will **consult cybersecurity specialists** to perform forensic analysis and recommend corrective actions.

Step 3: Notification to Affected Individuals & Authorities

- **State-Mandated Notifications:**
 - If personal data of New Jersey, Pennsylvania, Delaware, or New York residents is compromised, SJCA will notify **state regulatory bodies** as required by law.
- **User Notification Process:**
 - Affected users will be notified **via email and platform announcements** within the **state-required notification timeframe**.
 - SJCA will provide details on:
 - **What information was compromised**
 - **What steps users should take** to protect themselves (e.g., password changes, fraud alerts)
 - **What corrective actions SJCA is implementing**

Step 4: Corrective Measures & Future Risk Mitigation

- **Security Patch Implementation:**
 - Identify vulnerabilities and apply necessary **security patches** to affected systems.
- **Strengthened Security Protocols:**
 - Introduce **additional encryption layers, stricter access controls, and system-wide security enhancements**.
- **Post-Breach Audit & Policy Review:**
 - Conduct **internal audits** to determine the effectiveness of the response.
 - Update SJCA's **Data Security Policy** based on lessons learned.
 - Reinforce **employee training** on breach prevention and incident handling.

7. Legal Disclaimers & Limitation of Liability

A. No Warranties & User Reliance Disclaimer

- SJCA provides the **Cultural Asset Map and Mobile Application “as is,”** without warranties of any kind.
- SJCA is **not liable for errors, omissions, or reliance on the provided data.**

B. Member & Advertiser Indemnification

- **Members** submitting data **must indemnify SJCA** against legal claims arising from **inaccurate, false, or unauthorized content**.
- **Advertisers** must agree to **hold SJCA harmless** from legal claims related to **their ads, offers, or promotional content**.

C. Force Majeure Protection

- SJCA is **not responsible** for disruptions due to **cyberattacks, government regulations, server failures, or natural disasters**.

8. Terms of Use & Policy Updates

- **Compliance:** All users must comply with this policy and **applicable laws**.
- **Policy Changes:** SJCA may update this policy as needed. Changes will be posted on **SJCA.net**.

9. Contact & Questions

For **data inquiries, profile updates, or opt-out requests**, please contact:

 info@sjca.net

 **South Jersey Cultural Alliance**

 <https://www.sjca.net>

By using the **South Jersey CultureQuest Cultural Asset Map and Mobile Application, CultureConnect Membership Directory**, contributors and users **agree to the terms outlined in this policy**.