

Privacy Policy

Move Dance Theatre at East Bay Dance Centre | Privacy Policy

Effective Date: December 2023

At

Move Dance Theatre at East Bay Dance Centre

("we," "us," or "our"), we are committed to safeguarding your privacy and ensuring that your personal information is handled securely and responsibly. This Privacy Policy explains how we collect, use, disclose, and protect your personal information, particularly in relation to our SMS communication services. By using our website, subscribing to our SMS services, or otherwise providing personal information to us, you agree to the practices described in this policy.

1. Information We Collect

Contact Information:

We may collect personal information such as your name, phone number, and email address when you register on our website, sign up for our SMS services, or otherwise interact with us.

Consent for SMS Communications

By providing your phone number and opting in through our forms, you expressly agree to receive automated text messages from **Move Dance Theatre at East Bay Dance Centre**. These messages may include appointment confirmations, reminders, and other communication related to your participation in our classes. We also use text messaging to reach potential students who express interest in our programs.

This campaign sends appointment information, confirmation, and reminder messages to our students to communicate with them, as well as new people who might be interested in joining our dance classes at our dance studio. Occasionally, we send out text broadcasts to our current

and potential students to share class updates, schedule changes, upcoming events, promotions, and other important studio-related announcements.

Consent to receive these messages is not a condition of purchase, and you can revoke your consent at any time as described under “Your Choices.”

SMS Information:

We collect the content of any messages you send to or receive from us, including when you reply to opt in, opt out, or manage your SMS preferences.

Other Voluntarily Provided Information:

You may choose to provide additional information when you contact customer support or engage with us for any other inquiry.

Technical and Usage Information:

We may automatically collect certain information when you visit our website, such as your IP address, browser type, operating system, referring URLs, and pages viewed. This data helps us improve our online services and enhance your user experience.

2. How We Use Your Information

We use your information in the following ways:

SMS Communications:To communicate with you through SMS regarding updates, promotions, class schedules, or other relevant information that you have opted in to receive. **Service Improvements:** To analyze trends and improve our offerings, ensuring that our communications align with your interests and preferences. **Customer Support:** To respond to your inquiries, troubleshoot issues, and provide support regarding our services. **Marketing and Promotions:** With your consent, to send you newsletters, offers, and other marketing communications. You can opt out at any time as described under “Your Choices.” **Legal Compliance and Enforcement:** To comply with applicable laws and regulations, to investigate or address claims or disputes relating to your use of our services, or as otherwise permitted by law.

3. Your Information

We do not share, sell, rent, or disclose your personal information to third parties under any circumstances. Your data is never used for third-party marketing or external promotional purposes. We are committed to maintaining your privacy and protecting your information with the highest standards of security and confidentiality. All personal information you provide is used exclusively for the purposes of delivering our services, improving your experience, and operating our business internally. We do not allow any outside party to access or use your information for their own benefit. Additionally, we take every reasonable measure to ensure that your information remains secure and is handled in accordance with this Privacy Policy and applicable data protection laws.

4. Data Retention and Security

Data Retention: We retain your personal information for as long as necessary to fulfill the purposes described in this Privacy Policy, unless a longer retention period is required or permitted by law. When we no longer need your personal information, we will securely dispose of it in accordance with applicable laws and regulations. **Security Measures:** We implement commercially reasonable safeguards—including administrative, technical, and physical measures—to protect your personal information from loss, misuse, unauthorized access, disclosure, alteration, or destruction. Despite our efforts, no data security measures can guarantee 100% protection.

5. Your Choices

You may opt out of receiving SMS messages from us at any time by replying “STOP” to any message you receive. After opting out, you will no longer receive automated text messages from us unless you opt in again by providing renewed consent. If you need assistance, you may also contact us directly to update your preferences or revoke your consent.

Access and Update Information:

You may review, correct, or update your personal information by contacting us using the information below. We will take reasonable steps to ensure that any updates are made promptly.

Opt-Out of Marketing Emails:

If you opt to receive marketing emails from us, you can unsubscribe at any time by clicking the unsubscribe link in the email or contacting us directly.

6. Third-Party Websites

While our website and communications may contain links to third-party websites or services, we do not share any of your personal information with these third parties. We are not responsible for the privacy practices or content of external sites, and this Privacy Policy does not apply to any information you provide directly to them. We recommend reviewing their privacy policies before interacting with those sites.

7. Children’s Privacy

Our services are not directly marketed to individuals under 13 years of age. We do not knowingly collect personal information from anyone under 13. If you are a parent or guardian

and believe that your child under 13 has provided personal information to us, please contact us so we can take appropriate steps to delete such information.

While our services are designed for children's participation, all account registrations and data submissions must be made by a parent or guardian.

8. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or for other operational, legal, or regulatory reasons. When we make material changes, we will post the updated Privacy Policy on our website and update the Effective Date. Your continued use of our services after any modifications indicates your acceptance of the updated Privacy Policy.

9. Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy or our privacy practices, please reach out to us at:

Move Dance Theatre at East Bay Dance Centre

1318 Glenfield Avenue

Oakland, CA

94602

We are committed to ensuring that your privacy is respected and that your personal information is handled in accordance with applicable laws and regulations. Thank you for trusting **Move Dance Theatre at East Bay Dance Centre** with your information.