

# **MOVE DANCE STUDIO, LLC**

## **PRIVACY POLICY**

MOVE DANCE STUDIO, LLC (“MOVE”) is strongly committed to protecting your privacy when participating in MOVE classes, activities and related events, and visiting our website, blog, etc. (collectively, our “Website”). This Privacy Policy outlines the Personally Identifiable Information (“PII”) MOVE collects on its website and how that information will be used. PII is information that can be used to identify, contact, or locate a single person. MOVE does not intentionally target or solicit to children thirteen years or younger for the purpose of collecting PII. By visiting our Website, you are accepting the practices described in this Privacy Policy.

### **WHAT PERSONAL INFORMATION DO WE COLLECT FROM THE PEOPLE THAT VISIT OUR BLOG, WEBSITE OR APP?**

MOVE collects certain PII with respect to its leads, customers, and those visiting our Website to promote interest and participation in the dance classes and activities offered by Move. Such PII collected by MOVE is kept strictly confidential and is used for internal purposes only, including, without limitation, providing you with requested services, improving our marketing and promotional efforts, statistically analyzing Website usage, improving our content and Website offerings and to customize Website content and layout.

### **WHEN DO WE COLLECT INFORMATION?**

For each visitor to our Website, our web server may automatically recognize and collect the Aggregate Data but not his/her email address or PII. The only PII MOVE obtained about individual visitors to its website is supplied voluntarily, e.g., name, email address, phone number, etc. This additional information may be requested to provide visitors with customized content, improve their browsing experience, inform them about new features or services, or to raise and respond to issues and inquiries of all types.

### **HOW DO WE USE YOUR INFORMATION?**

We may use the information we collect from you when you register with DanceStudio-Pro, sign up for our newsletter or blog, make an inquiry, respond to a survey or marketing communication, browse the Internet, or use certain other site features in the following ways:

- To personalize user’s Website browsing experience;
- To allow us to deliver the type of products and services in which you are most interested;
- To improve our website in order to better serve you;
- To inform us as to how we may contact you;
- To process transactions;
- To allow us to distribute information about MOVE’s products and services; and
- To allow us to better serve you in responding to issues and inquiries.

### **PERIODIC COMMUNICATIONS**

MOVE may send periodic communications to users of the Website or respondents to a survey or other submission form that have voluntarily provided their phone number, mailing address, or

email address for the purpose of distributing information about our products and services, Company news and updates, promotions, and other opportunities. You may opt-out of receiving such communications at any time by notifying at the phone number, email address, or mailing address listed below.

## **COOKIES**

MOVE's Websites places small text files called "cookies" in the browser files of your computer, when enabled, for added functionality or for record keeping purposes. MOVE uses cookies to, among other things, identify repeat visitors, determine the journey users take on our Website, and evaluate the effectiveness of marketing campaigns. You can choose to turn off all cookies through your browser settings. Please refer to your browser's instructions or help screen to learn more about cookies.

## **THIRD PARTY DISCLOSURE**

Except as disclosed herein, MOVE does not sell, trade, or otherwise transfer to outside parties your PII. However, your PII may be shared with affiliates, agents, contractors, and trusted third parties that provide tools and other assistance for the operation and maintenance of our Website so long as they demonstrate commitment to the safekeeping of this information. We may provide non-personally identifiable visitor information to third parties for marketing, advertising, or other uses. Additionally, we may be forced to disclose information to the government or third parties under certain circumstances, or third parties may unlawfully intercept or access transmissions. Therefore, although we employ reasonable safety and security standards to protect your information, we do not promise, and you should not expect, that your PII or private communications will remain private.

## **THIRD PARTY LINKS**

The Website contains links to other Internet sites. We encourage all of our partners, contributors and third parties to implement policies and practices that respect the privacy of our users. However, MOVE is not responsible for the privacy practices or the content of such web sites. Our policy only addresses the use and disclosure of PII we collect from you. To the extent that you disclose your PII to other parties, whether they are linked from the Website, different rules may apply to their use or disclosure of the PII you disclose to them. Because we do not control the privacy policies of third parties, you are subject to the privacy customs and policies of that third party. We encourage you to ask questions before you disclose your PII to others.

## **CALIFORNIA ONLINE PRIVACY PROTECTION ACT**

SUPPLEMENTAL PRIVACY NOTICE TO CALIFORNIA RESIDENTS. If you are a resident of California, California Civil Code Section 1798.83 permits you to request information regarding the disclosure of your PII by MOVE to a third party for the third party's direct marketing purposes. This right granted to California residents applies only to their activities within the State of California. To make such a request, or to opt-out, please send an email to [info@movedanceutah.com](mailto:info@movedanceutah.com) or write us at:

ATTN: CA Privacy Rights  
Move Dance Studio, LLC

870 N. 100 E., Suite 103  
Lehi, UT 84043

This Supplemental Privacy Notice is an incorporated part of this Privacy Policy.

### **COPPA (CHILDREN ONLINE PRIVACY PROTECTION ACT)**

MOVE understand the importance of protecting children's privacy in the interactive, on-line world. We do not intentionally target or solicit to children 13 or younger for purposes of collecting PII.

### **AMENDMENTS AND UPDATES**

Please note that we review our privacy practices from time to time, and that such practices are subject to change. MOVE reserves the right to change this Privacy Policy at anytime by posting revisions on the Website. We ask that you periodically review this page to insure familiarity with the most current version of our Privacy Policy. However, this Privacy Policy is not intended to, and does not, create any contractual or other legal rights in or on behalf of any party.

### **TERMS AND CONDITIONS OF USE AND NOTICES**

If you choose to visit the Website, your visit and any dispute over privacy is subject to this Privacy Policy and our Terms and Conditions, including limitations on damages, arbitration of disputes, and application of the law of the State of Utah. If you have any concern about privacy at MOVE, please send us a thorough description to [info@movedanceutah.com](mailto:info@movedanceutah.com) and we will try to resolve it. Our business changes constantly. This Privacy Policy will change also, and use of PII that we gather now is subject to the Privacy Policy in effect at the time of use. We may e-mail periodic reminders of our notices and conditions, unless you have instructed us not to, but you should check our web site frequently to see recent changes.

### **OPT-IN/OUT, REMOVAL OF INFORMATION**

Individuals have the following options for removing their PII from our database or unsubscribing from all MOVE correspondence:

- You can send e-mail to: [info@movedanceutah.com](mailto:info@movedanceutah.com)
- You can visit the following URL: [//movedanceutah.com](http://movedanceutah.com) and

### **CONTACTING US**

If there are any questions or concerns regarding this Privacy Policy, you may contact us using the information below.

Move Dance Studio, LLC  
870 N. 100 E. Suite 103  
Lehi, UT 84043  
[info@movedanceutah.com](mailto:info@movedanceutah.com)