

Effective Date: October 1, 2024

At **Leaps and Bounds Dance Academy** (referred to as “we,” “us,” or “our”), we are committed to protecting your privacy. This Privacy Policy outlines how we collect, use, and safeguard your personal information when you visit our website or use our services.

By using our website, you agree to the terms outlined in this Privacy Policy.

1. Information We Collect

We collect various types of information to provide and improve our services. This includes:

- **Personal Information:** When you fill out forms, subscribe to newsletters, make inquiries, or purchase services, we may collect personal information such as your name, email address, phone number, and payment information.
 - **Non-Personal Information:** We collect data that does not directly identify you, including browser type, IP address, and usage data. This helps us understand how our site is used and improves your experience.
 - **Cookies and Tracking Technologies:** We use cookies, web beacons, and similar tracking technologies to enhance your experience on our website and analyze site performance. You can control cookie preferences through your browser settings.
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2. How We Use Your Information

We use the information we collect for the following purposes:

- **To Provide Services:** We use your personal information to respond to your inquiries, fulfill service requests, and provide customer support.
 - **For Communication:** We may use your contact information to send you updates, marketing materials, and promotional offers. You can opt out of marketing emails by following the unsubscribe link in the email.
 - **To Improve Our Services:** We analyze non-personal information to understand user behavior and improve our website’s functionality, user experience, and content.
 - **Legal Compliance:** We may disclose your information to comply with legal obligations or respond to valid legal requests.
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3. How We Protect Your Information

We take appropriate security measures to protect your information from unauthorized access, alteration, disclosure, or destruction. These include:

- Encryption of sensitive information, such as payment details
- Secure servers with restricted access
- Regular audits of our security practices

However, please note that no method of transmission over the Internet or electronic storage is 100% secure.

4. Sharing Your Information

We do not sell or rent your personal information to third parties. We may share your information with:

- Service Providers: We may share information with third-party vendors who help us provide services, such as payment processors or email marketing services. These providers are obligated to maintain the confidentiality of your information.
 - Legal Requirements: We may disclose information to comply with a legal obligation or to protect our legal rights, property, or safety.
 - Business Transfers: In the event of a merger, acquisition, or asset sale, your personal information may be transferred as part of the transaction.
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5. Your Rights

You have the following rights regarding your personal information:

- Access and Correction: You can request access to the personal information we hold about you and request corrections if the information is inaccurate.
- Deletion: You can request the deletion of your personal information, subject to legal obligations.
- Opt-Out of Marketing: You can unsubscribe from our marketing communications at any time by following the instructions in the email or contacting us directly.

To exercise any of these rights, please contact us at [**leapsdanceaf@gmail.com**](mailto:leapsdanceaf@gmail.com).

6. Third-Party Links

Our website may contain links to third-party websites. We are not responsible for the privacy practices or content of those external sites. We encourage you to review their privacy policies before providing any personal information.

7. Children's Privacy

Our services are not directed to individuals under the age of 13, and we do not knowingly collect personal information from children under 13. If you believe we have inadvertently collected information from a child under 13, please contact us so we can delete the data.

8. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated "Effective Date." We encourage you to review this page periodically to stay informed about how we protect your information.

9. Contact Us

If you have any questions about this Privacy Policy or how we handle your information, please contact us at:

Leaps and Bounds Dance Academy
leapsdanceaf@gmail.com
Katie Collier 801-669-3345