

**Updated: November 23, 2024**

## **Privacy Policy**

Welcome to Lombardi Dance Academy's website located at [www.lombardidance.com](http://www.lombardidance.com). We want you to feel comfortable using the website, so we have created this Privacy Policy to let you know what information we may collect from you on the website and how we may use that information. Please take a moment to review the terms of our Privacy Policy. By using the website, you agree to accept the terms of our Privacy Policy. If you do not agree to the terms of this Privacy Policy, please do not use the website. This Privacy Policy applies only to information collected on the website and does not apply to information that we may collect by other means.

### **Your Information and How We May Make Use of It**

#### **1. Aggregate Information**

From time to time, we may collect general, non-personal, statistical information about the use of the website, such as how many visitors visit a specific page on the Site, how long they stay on that page, and which hyperlinks, if any, they "click" on. We collect this information in order to determine which areas of the Sites are most popular and to enhance the website for visitors. We may also group this information into aggregate visitor data in order to describe the use of the website to our existing or potential business partners, sponsors, advertisers or other third parties, or in response to a government request. However, please be assured that this aggregate data will in no way personally identify you or any other visitors to the website.

#### **2. Personal Information**

For your convenience and information, the website offers several services and features that require you to provide us with personal information, such as your name, mailing address, phone number and email address. For example, we request personal information if you choose to apply online to register for classes, workshops and programs offered by Lombardi Dance Academy, or if you purchase merchandise from our store or subscribe to our email list. If you register for a class or other program on behalf of your child, you will also be asked to provide certain information about your child, such as your child's name and age. In addition, if you register for classes or other programs or purchase merchandise, we will request your credit card information in order to bill you for those programs or purchases.

We will use personal information that you submit to us for the purposes for which it was submitted. For example, if you apply online to register for Lombardi Dance Academy, we will use the information provided in your application to sign your child up for classes and for other internal purposes as further described on the Lombardi Dance Academy Website. As another example, if you submit registration information for a class, we will also use your information to process your payment for that class. Furthermore, we may use your personal information to

send you periodic communications by email and regular mail to keep you up-to-date on current events at Lombardi Dance Academy and new programs, products or other opportunities that we may offer. You may opt out of receiving promotional or advertising email communications from us by: (1) clicking the appropriate box on the registration form, (2) clicking on the unsubscribe link contained in such email communications, or (3) sending an email with "unsubscribe" in the heading line to us at [info@lombardidance.com](mailto:info@lombardidance.com)

### **Privacy Policy for Minors**

Lombardi Dance Academy offers dance classes, workshops and programs to children of all ages. However, we do not knowingly collect or maintain personal information from children under the age of 13 on the website, except for the limited circumstances described below. In the event a child under the age of 13 submits a question to us on the website and identifies his or her age, we may use the child's email address for the sole purpose of responding to the child's question on a one-time-only basis. However, we will not use the child's email address to recontact the child and we will delete it from our records once we have responded. We encourage all visitors to the website who are under the age of 18 and wish to communicate with us to use the assistance of their parents.

Children under the age of 13 will not be permitted to register online for Lombardi Dance Academy. Any teenager who is at least 13 years old but under the age of 18 that would like to register at Lombardi Dance Academy will be required to provide the name and email address of their parent or guardian. We will then send an email notifying the parent or guardian of the teenager's registration.

### **Disclosure of Personal Information**

We do not sell any personal information to any third parties. Except for the very limited purposes discussed in this paragraph, we also will not share any of your personal information with third parties.

We may sometimes use other businesses to perform certain services for us, such as processing credit card payments, delivering our merchandise, sending postal mail and providing marketing assistance and data analysis. We may provide personal information to those businesses when that information is necessary for them to complete a requested transaction or otherwise perform their duties. Those businesses will not be permitted to use your information for any purposes other than to perform their services for Lombardi Dance Academy.

We do reserve the right to disclose visitor information in special cases when we have reason to believe that disclosing this information is necessary to identify, contact or bring legal action against someone who may be causing injury to or interfering with (either intentionally or unintentionally) our rights or property, other visitors, or anyone else that could be harmed by those activities. This includes our right to exchange information with other organizations in order to protect against fraud and to reduce credit risk. We also reserve the right to disclose visitor information when we believe in good faith that the law requires it. Customer information is

generally one of the business assets involved in the sale of a business. In the event that Lombardi Dance Academy or all of its assets were acquired, customer information would be one of the transferred assets.

### **IP Addresses**

An IP address is a number that's automatically assigned to your computer whenever you're surfing the web. Web servers—the big computers that "serve up" web pages—automatically identify your computer by its IP address. We collect IP addresses for purposes of system administration, to report aggregate information to our advertisers or other third parties, and to track the use of the website. When visitors request pages from the website, our servers log the visitors' IP addresses. It is not our practice to link IP addresses to anything personally identifiable, which means that a visitor's session will be logged, but the visitor remains anonymous to us. However, we reserve the right to use IP addresses to identify a visitor only when we feel it is necessary to enforce compliance with the website's policies or to protect our services or customers, the website, or others.

### **Cookies**

Cookies are pieces of information that a website transfers to an individual's hard drive for record-keeping purposes. Cookies make web-surfing easier for you by saving your preferences while you're on the website. We never save credit card information in cookies. The use of cookies is an industry standard—you'll find them at most websites. By showing how and when guests use the website, cookies help us see which areas are popular and which are not. Information such as total number of visitors and pages viewed is most easily tracked with cookies. We may use the information from cookies to make improvements and updates to the website and to tailor our services to our visitors' needs.

You always have the option of disabling cookies using your browser preferences. Most browsers are initially set up to accept cookies. You can reset your browser to refuse all cookies or indicate when a cookie is being sent. However, please be aware that some parts of the website may not function properly or may be slower if you refuse cookies. You may occasionally get cookies from our advertisers. We do not control these cookies. The use of advertising cookies sent by third-party servers is standard in the Internet industry.

### **Links to Other Sites**

Please be aware that when you are on the Sites, you could be directed to other sites that are beyond our control. There are links to other sites from the websites' pages that take you outside our website. These other sites may send their own cookies to users, collect data or solicit personal information. The privacy policies of these other sites may be significantly different from this Privacy Policy. We are not responsible for the privacy practices of these other sites and cannot guarantee the security of any of your personal information collected there.

## **Security**

Protecting the security of your personal information is very important to us. When you transmit personal information or credit card information from your PC to our servers, your information is protected by both a "firewall" (a combination of computer hardware and software that helps keep unauthorized visitors from accessing information within our computer network) and industry standard SSL (secure socket layer) encryption. Once we receive your transmission, we will take reasonable precautions to ensure its security on our systems. Unfortunately, no data transmission over the Internet can be guaranteed to be 100% secure. As a result, while we strive to protect your personal information and privacy, we cannot guarantee or warrant the security of any information you disclose or transmit to us online and cannot be responsible for the theft, destruction, or inadvertent disclosure of your personal information.

## **Changes to these Terms**

The terms of this Privacy Policy may change from time to time. We will notify you of any material changes to this Privacy Policy by posting a notice on the homepage of the website, for a reasonable period of time after such changes are made, that this Privacy Policy has been updated, and by changing the "Last Modified" date at the top of this Privacy Policy. We encourage you to check this page periodically for any changes. Your continued use of the website following the posting of changes to these terms will mean you accept those changes.

## **Questions and Comments**

If you have any questions or comments pertaining to our Privacy Policy or the use of information collected through the Sites, please contact us as follows:

Email: [info@lombardidance.com](mailto:info@lombardidance.com)

## **SMS Privacy Policy**

Lombardi Dance Academy ("LDA," "we," or "our") are committed to protecting your privacy. This SMS Messaging Privacy Policy ("Policy") governs how we collect and use information about you in relation to LDA text message marketing program(s) (the "Messaging Service"), which we make available to you through a third-party service provider. By using the Messaging Service, you agree to the terms of this Policy.

Lombardi Dance Academy reserves the right, in our sole discretion, to modify or change this Policy at any time with or without prior notice to you. The date of the last update will be posted at the top of this Policy for your convenience. This Policy, and any changes, are effective as soon as posted and supersede any prior Policies. Your continued use of the Messaging Service following the posting of any changes to the Policy constitutes your full acceptance of those changes.

### **Collection of Information**

Through your use of the Messaging Service, we will receive Personal Information through our third-party service provider. "Personal Information" is information that individually identifies you, such as your mobile phone number you provided when signing up for the Messaging Service, any user or screen name that you select in connection with the Messaging Service, any comments or feedback regarding the Messaging Service that you send to us, or any other information that you choose to include in messages you send through the Messaging Service. When you send messages via the Messaging Service, we will also collect your messaging history and any information included in those messages. We may also collect Personal Information about you using cookies or similar technologies. Cookies are pieces of information that are stored by your browser on the hard drive or memory of your device. Cookies enable personalization of your experience on the Messaging Service (e.g., sending you personalized text messages such as shopping cart reminders). If you participate in a contest, sweepstakes, research study, or email survey associated with the Messaging Service, we will collect basic contact information and any other information you choose to provide in connection with these activities. We will also collect your contact information if you contact us with questions about the Messaging Service or for customer service.

### **Use of Information**

We use Personal Information to deliver, analyze, maintain and support the Messaging Service. We may also use Personal Information to enhance the Messaging Service features and customize and personalize your experiences on the Messaging Service.

LDA will not rent, sell or share your Personal Information for any reason.

### **Protection of Information**

LDA takes a variety of physical, technical, administrative, and organizational security measures based on the sensitivity of the information we collect to protect your Personal Information against accidental or unlawful destruction or accidental loss, alteration, unauthorized disclosure or access. Unfortunately, no online activity can be guaranteed to be 100% secure. You should note that in using the Messaging Service, your information will travel through third-party infrastructures which are not under our control (such as a third-party provider's SMS delivery platform or your carrier network). While we strive to protect your information against unauthorized use or disclosure, we cannot ensure or warrant the security of any information you provide. By using the Messaging Service, you agree that LDA is not liable for any unintentional disclosure.

## **Children and Intended Audience**

The Messaging Service is not intended for children under 13, and LDA does not knowingly collect information from children under the age of 13.

Children aged 13 or older should not submit any Personal Information without the permission of their parents or guardians. By using the Messaging Service, you are representing that you are at least 18, or that you are at least 13 years old and have your parents' permission to use the service.

LDA requires that users of the Messaging Service be limited to US residents only.

## **Retention of Information**

We retain your Personal Information for as long as you participate in the Messaging Service or as needed to comply with applicable legal obligations. We will also retain and use your Personal Information as necessary to resolve disputes, protect us and our customers, and enforce our agreements.

## **Choices and Controls**

Consent to receive automated marketing text messages is not a condition of any purchase. You can opt-out of receiving further commercial text messages via the Messaging Service by responding to any of our text messages with any of the following replies: STOP, END, CANCEL, UNSUBSCRIBE, or QUIT.

## **Customer Care**

If you are experiencing any problems with the Messaging Service, please email [info@lombardidance.com](mailto:info@lombardidance.com) with details of the problem or request for support.