

Welcome to the Keystone Ballet Academy Website located at [www.kba.dance](http://www.kba.dance). We want you to feel comfortable using the Site, so we have created this Privacy Policy to let you know what information we may collect from you on the Site and how we may use that information. Please take a moment to review the terms of our Privacy Policy.

By using the Site, 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 Site. This Privacy Policy applies only to information collected on the Site 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 Site, 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 to determine which areas of the Site are most popular and to enhance the Site for visitors. We may also group this information into aggregate visitor data to describe the Site's use to our existing or potential business partners, sponsors, advertisers, or other third parties in response to a government request.

However, please be assured that this aggregate data will not personally identify you or any other visitors to the Site.

2. Personal Information - For your convenience and information, the Site offers several services and features that require you to provide us with personal information, such as your name, mailing address, phone number, and e-mail address. For example, we request personal information if you register on the Site for classes, workshops, and programs offered by Keystone Ballet Academy or subscribe to our e-mail list.

If you register for a class or other program on behalf of your child, you will also 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 through our online store, we will request your credit card information to bill you for those programs or purchases.

#### Privacy Policy for Minors:

The Keystone Ballet Academy offers dance classes, workshops, and programs for children 4 years old - adults. However, we do not knowingly collect or maintain personal information from children under 13 on the Site except for the limited circumstances described below.

In the event a child under the age of 13 submits a question to us on the Site and identifies his or her age, we may use the child's e-mail address for the sole purpose of responding to the child's question by requesting the parent or legal guardian contact Keystone Ballet Academy, on a one-time-only basis.

However, we will not use the child's e-mail address to contact the child again, and we will delete it from our records once we have responded. We encourage all visitors to the Site who are under the age of 18 and wish to communicate with us to use the assistance of their parents or legal guardians.

#### Disclosure of Personal Information:

We do not sell any personal information to any third parties. We will not share your personal information with third parties except for the minimal purposes discussed in this paragraph. We may sometimes use other businesses to perform certain services, 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 purposes other than to perform their services for Keystone Ballet Academy. We do reserve the right to disclose visitor information in exceptional 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 those activities could harm.

We can exchange information with other organizations to protect against fraud and 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. If Keystone Ballet Academy and its assets are acquired, customer information would be one of the transferred assets.

## IP Addresses:

An IP address is a number automatically assigned to your computer when 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 system administration purposes, report aggregate information to our advertisers or other third parties, and track the Site's use.

When visitors request pages from the Site, 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 get 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 Site's policies or to protect our services or customers, the Site, or others.

## Cookies:

Cookies are pieces of information that a Web site 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 at the Site. We never save credit card information in cookies. The use of cookies is an industry standard. You'll find them on most Websites. Showing how and when guests use the Site, cookies help us see which areas are popular and which are not.

The number of visitors and pages get tracked with cookies. We may use the information from cookies to make improvements and updates to the Site and to tailor our services to our visitors' needs. You always have the option of turning off cookies using your browser preferences. Most browsers accept cookies. You can reset your browser to refuse all cookies or indicate when a cookie is received.

However, please be aware that some parts of the Site may need to be fixed or slower if you refuse cookies. You may occasionally get cookies from our advertisers. We do not control these cookies. Using 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 our Site, you could be directed to another site beyond our control. Links to other sites on the Site's pages take you outside our Site. These other sites may send users their cookies to collect data or solicit personal information.

The privacy policies of other sites may be significantly different from this Privacy Policy. We are not responsible for the privacy practices of 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 server providers, 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. We 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 Site's homepage, for a reasonable 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 Site after posting changes to these terms will mean you accept those changes.

#### Questions and Comments:

If you have any questions or comments about our Privacy Policy or the use of information collected through the Site, don't hesitate to get in touch with us as follows: E-mail: [info@kba.dance](mailto:info@kba.dance)