

## **Dream Dance Studio LLC**

Effective Date: June 1, 2026

### **IMPORTANT NOTICE REGARDING TEXT MESSAGING**

#### **DATA**

Dream Dance Studio LLC ("we," "us," or "our") DOES NOT share customer opt-in information, including phone numbers and consent records, with any affiliates or third parties for marketing, promotional, or any other purposes unrelated to providing our direct services. All text messaging originator opt-in data is kept strictly confidential.

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## **1. Information We Collect**

We collect the following types of information:

### **Personal Information:**

- Name, email address, phone number, physical address
- Payment information when you make a purchase or request a quote
- Opt-in records and timestamps for all communication channels (SMS, email, etc.)

### **Non-Personal Information:**

- IP address, browser type, device information
- Website usage patterns and analytics
- Cookies and similar technologies

### **Customer Communication:**

- Records of inquiries and service requests
  - Appointment details and preferences
  - Service history and feedback
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## **2. How We Use Your Information**

We use collected data for:

- Providing and improving our services
- Processing transactions and payments
- Communicating with you about your inquiries, appointments, and promotions
- Enhancing website functionality and user experience

- Ensuring security and fraud prevention
  - Maintaining records of your communication preferences and consent
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### **3. SMS Messaging & Compliance**

#### **Text Message Program Terms & Conditions**

By opting into our SMS messaging services, you agree to receive text messages related to our services, including appointment reminders, customer support, and important updates.

#### **Opt-In & Consent:**

- You will only receive messages if you have explicitly opted in
- We maintain timestamped records of all opt-in actions
- We comply with the Telephone Consumer Protection Act (TCPA) and all applicable laws

#### **Opt-Out Instructions:**

- You can cancel SMS notifications at any time by replying "STOP"
- You will receive a final confirmation message, and no further messages will be sent unless you re-opt in
- All opt-out requests are processed immediately.

#### **Message Frequency & Content:**

- Message frequency varies based on your interactions with our business
- Messages will be directly related to the services you have requested
- We do not send promotional content without specific consent

#### **Help & Support:**

- Reply "HELP" for assistance or contact us at [info@mydancedream.com](mailto:info@mydancedream.com)
- Customer support is available during regular business hours

#### **Carrier Information:**

- Standard message and data rates may apply
- Carriers are not liable for delayed or undelivered messages
- Supported carriers include AT&T, Verizon, T-Mobile, Sprint, and most regional carriers

#### **SMS Data Protection Statement**

No mobile information will be shared with third parties/affiliates for marketing/promotional purposes. Information sharing to subcontractors in support services, such as customer service is permitted. All other use case categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties.

We implement strict data protection measures to safeguard your SMS opt-in information and consent records.

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## **4. Information Sharing & Disclosure**

We do not sell, rent, or trade personal information. We may share information with:

### **Service Providers:**

- Third-party vendors who assist in our operations (e.g., payment processing, appointment scheduling)
- SMS aggregators and providers solely for the purpose of delivering messages you've consented to receive
- All service providers are contractually obligated to maintain confidentiality and security

### **Legal Compliance:**

- If required by law, legal process, or to protect our rights
- In response to valid law enforcement requests or court orders

### **Business Transfers:**

- In case of mergers, acquisitions, or sale of assets
- In such cases, your data remains protected under the terms of this policy

All the above categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties, excluding aggregators and providers of the Text Message services.

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## **5. Data Security**

We implement and maintain reasonable security measures to protect your personal information:

- Encryption of sensitive data in transit and at rest
- Secure access controls and authentication mechanisms
- Regular security assessments and updates
- Employee training on data protection
- Breach notification protocols in accordance with applicable laws
- Secure backup systems and disaster recovery procedures

Despite these measures, no method of transmission over the Internet or electronic storage is 100% secure. We strive to use commercially acceptable means to protect your personal information but cannot guarantee absolute security.

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## **6. Cookies & Tracking Technologies**

We use cookies and similar technologies to:

- Analyze site traffic and user behavior
- Remember your preferences
- Improve website functionality and user experience
- Measure the effectiveness of our services

You may control cookies through your browser settings. Disabling cookies may limit your ability to use certain features of our website.

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## **7. Your Rights & Choices**

You have the right to:

- Access, update, or delete your personal information
- Opt-out of marketing emails by clicking "unsubscribe" in our emails
- Opt-out of SMS messages by replying "STOP"
- Request information on how we process your data
- Withdraw consent at any time for future communications
- Lodge a complaint with a supervisory authority if you believe your rights have been violated

To exercise these rights, please contact us using the information in Section 10.

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## **8. Third-Party Links**

Our website may contain links to third-party websites. We are not responsible for their privacy practices and encourage you to review their policies. This privacy policy applies only to information collected by Dream Dance Studio LLC

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## **9. Changes to This Privacy Policy**

We may update this policy periodically. The latest version will always be available on our website with the effective date. For significant changes, we will notify you by email or through a notice on our website.

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## **10. Contact Us**

If you have questions about this Privacy Policy or how your information is handled, contact us at:

Dream Dance Studio LLC

Phone: (914) 785-8585

Email: [Info@mydancedream.com](mailto:Info@mydancedream.com)

Website: [Mydancedream.com](http://Mydancedream.com)

By using our website and services, you consent to this Privacy Policy.