The Dance Factory Privacy Policy

Welcome to The Dance Factory's Web sites located at www.dancefactorynews.com (the "Site"). 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 Sites and how we may use that information. Please take a moment to review the terms of our Privacy Policy. By using the Sites, 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 Sites. This Privacy Policy applies only to information collected on the Sites 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 Sites, such as how many visitors visit a specific page on the Sites, 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 Sites for visitors. We may also group this information into aggregate visitor data in order to describe the use of the Sites 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 Sites.

2. **Personal Information** For your convenience and information, the Sites offer 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 choose to register on the Site for classes, workshops and programs offered by The Dance Factory or or subscribe to our e-mail 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 through our online store, we will request your credit card information in order to bill you for those programs or purchases.

Privacy Policy for Minors

The Dance Factory offers dance classes, workshops and programs to children 3 years old – High School. However, we do not knowingly collect or maintain personal information from children under the age of 13 on the Sites, except for the limited circumstances described below. In the event a child under the age of 13 submits a question to us on the Sites 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 on a one-time-only basis. However, we will not use the child's e-mail address to re contact the child and we will delete it from our records once we have responded. We encourage all visitors to the Sites who are under the age of 18 and wish to communicate with us to use the assistance of their parents.

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 Broadway Dance Center.

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 The Dance Factory 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 Sites. When visitors request pages from the Sites, 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 Sites' policies or to protect our services or customers, the Sites, 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 Sites. We never save credit card information in cookies. The use of cookies is an industry standard—you'll find them at most Web sites. By showing how and when guests use the Sites, 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 Sites 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 Sites 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 Sites' pages that take you outside our Sites. 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 Sites, 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 Sites 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: office@dancefactorynews.com