

Dancing Panda Privacy Policy

Effective date: February 23, 2021

At Dancing Panda, LLC (“Dancing Panda”; “we”; “us”), we take your privacy seriously. Please read this Privacy Policy to learn how we treat your Personal Information. **By using or accessing our Services in any manner, you acknowledge that you accept the practices and policies outlined below, and you hereby consent that we will collect, use and share your information as described in this Privacy Policy.**

Remember that your use of Dancing Panda’s Services is at all times subject to our [Terms of Use](#) which incorporates this Privacy Policy. Any terms we use in this Policy without defining them have the definitions given to them in the Terms of Use.

You may print a copy of this Privacy Policy by clicking [here](#). If you have a disability, you may access this Privacy Policy in an alternative format by contacting us at hello@dancingpandapal.com.

If you have additional questions or require more information about our Privacy Policy, do not hesitate to contact us at hello@dancingpandapal.com.

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What this Privacy Policy Covers

This Privacy Policy covers how we treat Personal Information that we gather when you access or use our Services. “Personal Information” means any information referred to as “personally identifiable information” or “personal information” under applicable data privacy laws, rules or regulations. This Privacy Policy does not cover the practices of companies we don’t own or control or people we don’t manage.

Personal Information We Collect

Information You Provide to Us:

We receive and store Personal Information you knowingly provide to us, including your contact information such as your first and last name, email address, and phone number, information about the child or children in relation to whom you may be using the Services such as first name, birthdate, and grade level, and any other Personal information that you voluntarily choose to provide, including:

- When you register for an account with us, and/or provide us information through your account settings, or when you use our interactive tools and Services.

- When you voluntarily provide information through the Services, in free-form text boxes through the Services or through responses to surveys or questionnaires.
- When you send us an email or otherwise contact us.

Note that certain information may be required to register with us, or to take advantage of some of our features.

We may communicate with you if you've provided us the means to do so. For example, if you've given us your email address, we may send you promotional email offers on behalf of other businesses, or email you in connection with your use of the Services. Additionally, if you've given us your telephone number, we may contact you via SMS, MMS or other text message ("Text Message"), we may send you Text Messages in connection with your use of the Services. We may collect information regarding such communications, such as confirmation when you open or read an email or Text Message. We use this information for purposes such as to operate and improve our Services, including our customer service, or as otherwise permitted by this Privacy Policy. If you do not want to receive emails from us, please indicate your preference by [clicking "UNSUBSCRIBE" at the bottom of any such email, or by contacting us at hello@dancingpandapal.com. To opt out of receiving Text Messages from us, reply "STOP" to any such message.

Information Collected Automatically

Whenever you interact with our Services, we automatically receive and record information on our server logs from your browser or device, including your IP address, device identification, "cookie" information, the type of browser and/or device you're using to access our Services, and the page or feature you requested.

"Cookies" are identifiers we transfer to your browser or device that allow us to recognize your browser or device and tell us how and when pages and features in our Services are visited and by how many people. You may be able to change the preferences on your browser or device to prevent or limit your device's acceptance of cookies, but this may prevent you from taking advantage of some of our features. Please see "Tracking Tools and Opt-Out" below for more information on Cookies.

If you click on a link to a third party website or service, a third party may also transmit cookies to you. Again, this Privacy Policy does not cover the use of cookies by any third parties, and we aren't responsible for their privacy policies and practices. Please be aware that cookies placed by third parties may continue to track your activities online even after you have left our Services, and those third parties may not honor "Do Not Track" requests you have set using your browser or device.

We may use this data to customize content for you that we think you might like, based on your usage patterns. We may also use it to improve the Services – for example, this data can tell us how often users use a particular feature of the Services, and we can use that knowledge to make the Services interesting to as many users as possible – and for other reasons set forth below.

How We Use Your Personal Information

To the extent not described above, we use your Personal Information for the following purposes:

- Providing, Customizing and Improving the Services

- Personalizing the Services, content and communications based on your preferences and information you provide, including information regarding the age, grade level, and educational skills of the child or children in relation to whom you may be using the Services.
- Creating and managing your account or other user profiles.
- Providing you with the services, features, content and/or information you request.
- Meeting or fulfilling the reason you provided the information to us.
- Providing support and assistance for the Services.
- Improving the Services, including testing, research, internal analytics and product development.
- Doing fraud protection, security and debugging.
- Marketing the Services
 - Marketing and selling the Services.
 - Marketing third-party services or products we think may be of interest to you.
- Corresponding with You
 - Responding to correspondence that we receive from you, contacting you to provide the Services, or when otherwise necessary or requested, and sending you information about Dancing Panda or the Services.
 - Sending emails and Text Messages according to your preferences or that display content based on your preferences, or that we think will interest you.
- Meeting Legal Requirements and Enforcing Legal Terms
 - Fulfilling our legal obligations under applicable law, regulation, court order or other legal process, such as preventing, detecting and investigating security incidents and potentially illegal or prohibited activities.
 - Protecting the rights, property or safety of you, Dancing Panda or another party.
 - Enforcing any agreements with you.
 - Responding to claims that any posting or other content violates third-party rights.
 - Resolving disputes.

We will not collect additional categories of Personal Information or use the Personal Information we collected for materially different, unrelated or incompatible purposes without providing you notice.

How We Share Your Personal Information

We disclose your Personal Information to the categories of service providers and other parties listed in this section.

- Service Providers. These parties help us provide the Services or perform business functions on our behalf. They include:
 - Hosting, technology and communication providers.
 - Security and fraud prevention consultants.
 - Email marketing, support and customer service vendors.
 - Product fulfillment and delivery providers.
- Analytics Partners. These parties provide analytics on web traffic or usage of the Services. They include:
 - Companies that track how users found or were referred to the Services.
 - Companies that track how users interact with the Services.
- Business Partners. These parties partner with us in offering various services. They include:

- Businesses that you have a relationship with.
- Companies that we partner with to offer joint promotional offers or opportunities.
- Parties You Authorize, Access or Authenticate. These include:
 - Third parties you access through the services.
 - Social media services.
 - Other users.

Legal Obligations

We may share any Personal Information that we collect with third parties in conjunction with any of the activities set forth under “Meeting Legal Requirements and Enforcing Legal Terms” in the “Personal Information We Collect” section above.

Business Transfers

All of your Personal Information that we collect may be transferred to a third party if we undergo a merger, acquisition, bankruptcy or other transaction in which that third party assumes control of our business (in whole or in part). Should one of these events occur, we will make reasonable efforts to notify you before your information becomes subject to different privacy and security policies and practices.

Data that is Not Personal Information

We may create aggregated, de-identified or anonymized data from the Personal Information we collect, including by removing information that makes the data personally identifiable to a particular user. We may use such aggregated, de-identified or anonymized data and share it with third parties for our lawful business purposes, including to analyze, build and improve the Services and promote our business, provided that we will not share such data in a manner that could identify you.

Tracking Tools and Opt-Out

The Services use cookies and similar technologies such as pixel tags, web beacons, clear GIFs and JavaScript (collectively, “Cookies”) to enable our servers to recognize your web browser, tell us how and when you visit and use our Services, analyze trends, learn about our user base and operate and improve our Services. Cookies are small pieces of data— usually text files – placed on your computer, tablet, phone or similar device when you use that device to access our Services. We may also supplement the information we collect from you with information received from third parties, including third parties that have placed their own Cookies on your device(s). Please note that because of our use of Cookies, the Services do not support “Do Not Track” requests sent from a browser at this time.

We use the following types of Cookies:

- Essential Cookies. Essential Cookies are required for providing you with features or services that you have requested. For example, certain Cookies enable you to log into secure areas of our Services. Disabling these Cookies may make certain features and services unavailable.
- Functional Cookies. Functional Cookies are used to record your choices and settings regarding our Services, maintain your preferences over time and recognize you when you return to our Services.

These Cookies help us to personalize our content for you, greet you by name and remember your preferences (for example, your choice of language or region).

- **Performance/Analytical Cookies.** Performance/Analytical Cookies allow us to understand how visitors use our Services. They do this by collecting information about the number of visitors to the Services, what pages visitors view on our Services and how long visitors are viewing pages on the Services. Performance/Analytical Cookies also help us measure the performance of our advertising campaigns in order to help us improve our campaigns and the Services' content for those who engage with our advertising. For example, Google Inc. ("Google") uses cookies in connection with its Google Analytics services. Google's ability to use and share information collected by Google Analytics about your visits to the Services is subject to the Google Analytics Terms of Use and the Google Privacy Policy. You have the option to opt-out of Google's use of Cookies by visiting the Google advertising opt-out page at https://www.google.com/privacy_ads.html or the Google Analytics Opt-out Browser Add-on at <https://tools.google.com/dlpage/gaoptout/>.

You can decide whether or not to accept Cookies through your internet browser's settings. Most browsers have an option for turning off the Cookie feature, which will prevent your browser from accepting new Cookies, as well as (depending on the sophistication of your browser software) allow you to decide on acceptance of each new Cookie in a variety of ways. You can also delete all Cookies that are already on your device. If you do this, however, you may have to manually adjust some preferences every time you visit our website and some of the Services and functionalities may not work.

To explore what Cookie settings are available to you, look in the "preferences" or "options" section of your browser's menu. To find out more information about Cookies, including information about how to manage and delete Cookies, please visit <http://www.allaboutcookies.org/>.

Data Security and Retention

We seek to protect your Personal Information from unauthorized access, use and disclosure using appropriate physical, technical, organizational and administrative security measures based on the type of Personal Information and how we are processing that data. You should also help protect your data by appropriately selecting and protecting your password and/or other sign-on mechanism; limiting access to your computer or device and browser; and signing off after you have finished accessing your account. Although we work to protect the security of your account and other data that we hold in our records, please be aware that no method of transmitting data over the internet or through Text Message, or storing data, is completely secure.

We retain Personal Information about you for as long as you have an open account with us or as otherwise necessary to provide you with our Services. In some cases we retain Personal Information for longer, if doing so is necessary to comply with our legal obligations, resolve disputes or collect fees owed, or is otherwise permitted or required by applicable law, rule or regulation. We may further retain information in an anonymous or aggregated form where that information would not identify you personally.

Personal Information of Children

As noted in the Terms of Use, we do not knowingly collect or solicit Personal Information from children under 13 years of age; if you are a child under the age of 13, please do not attempt to register for or otherwise use the Services or send us any Personal Information. If we learn we have collected Personal

Information from a child under 13 years of age, we will delete that information as quickly as possible. If you believe that a child under 13 years of age may have provided Personal Information to us, please [contact us](#).

Please note that the Services ask you to provide information regarding the child or children in relation to whom you may be using the Services, including Personal Information such as name, birthdate, and grade level (among other information), in order to provide and personalize the Services and related content. As noted above, we work to protect the security of any such information that you provide us, but please be aware that no method of transmitting data over the internet or storing data is completely secure. If you'd like to request that we delete any such information, please contact us at hello@dancingpandapal.com.

California Resident Rights

Under California Civil Code Sections 1798.83-1798.84, California residents are entitled to contact us to prevent disclosure of Personal Information to third parties for such third parties' direct marketing purposes; in order to submit such a request, please [contact us](#).

Changes to this Privacy Policy

We're constantly trying to improve our Services, so we may need to change this Privacy Policy from time to time, but we will alert you to any such changes by placing a notice on the Dancing Panda website, by sending you an email and/or by some other means. Please note that if you've opted not to receive legal notice emails from us (or you haven't provided us with your email address), those legal notices will still govern your use of the Services, and you are still responsible for reading and understanding them. If you use the Services after any changes to the Privacy Policy have been posted, that means you agree to all of the changes. Use of information we collect is subject to the Privacy Policy in effect at the time such information is collected.

Contact Information:

If you have any questions or comments about this Privacy Policy, the ways in which we collect and use your Personal Information or your choices and rights regarding such collection and use, please do not hesitate to contact us at:

- <https://www.dancingpandapal.com/contact-us>
- hello@dancingpandapal.com
- 377 Valley Rd, Unit #2588, Clifton, NJ 07013