

APPLE MONTESSORI SCHOOLS: ONLINE PRIVACY POLICY

Effective Date: May 8, 2023

Apple Montessori Schools (“us”, “our” or “we”) is committed to the responsible use of information provided by our customers, users and visitors to our website and protecting your privacy online in accordance with practical, legal, and industry guidelines. This Privacy Policy discloses the privacy practices for the Apple Montessori Schools website, <https://applemontessorischools.com> and various related services (together referred to as the “site”).

This Privacy Policy informs you of our policies regarding the collection, use, and disclosure of personal data when you use our site and the choices you have associated with that data. Please read the information below to learn the following regarding your use of this site.

By accessing or using our site, you agree to be bound by all of its terms and conditions. If you do not agree to these terms, please do not access or use this site.

We reserve the right to change this Privacy Policy at any time. Such changes, modifications, additions or deletions shall be effective immediately upon notice thereof, which may be given by means including posting the revised Policy on this page. You acknowledge and agree that it is your responsibility to review this site and this Policy periodically and to be aware of any modifications. Your continued use of the site after such modifications will constitute your: (a) acknowledgment of the modified Policy; and (b) agreement to abide and be bound by the modified Policy.

1. Types of Information Collected

We collect several different types of information for various purposes to provide and improve the site and provide you with numerous services, including, two primary types of information about our users: (A) Personally Identifiable Information and (B) Non-personally Identifiable Information. Our primary goal in collecting information from you is to provide you with a smooth, efficient, and customized experience while using our site.

(A) Personally Identifiable Information: This refers to information that lets us know the specifics of who you are such as your name, address, telephone number, and email address. When you engage in certain activities on this site, such as filling out a contact or tour request, enrolling, ordering a product, entering a contest, filling out a survey, or sending us feedback, we may ask you to provide certain information about yourself by filling out and submitting an online form. It is completely optional for you to engage in these activities, however, we may ask that you provide us personal information, such as your first and last name, mailing address (including zip code), email address, employer, job title, telephone number, and other personally identifying information. When ordering products or services on the site, you may be asked to provide a credit card number. Depending upon the activity, some of the information we ask you to provide is identified as mandatory and some as voluntary. If you do not provide the mandatory data with respect to a particular activity, you will not be able to engage in that activity. We ask that you do not send to us or disclose any sensitive information related to, for example, racial or ethnic origin, political beliefs, religion or other benefits, health or medical information. In specific exceptions, we will make clear how you can do this securely.

(B) Non-personally Identifiable Information: This refers to information that does not by itself identify a specific individual, and is focused on how the site is accessed and used. We gather certain information about you based

upon where you visit on our site in several ways. This information is compiled and analyzed on both a personal and an aggregated basis. This information may include the Web site's Uniform Resource Locator ("URL") that you just came from, which URL you next go to, what browser you are using, and your Internet Protocol ("IP") address.

2. Tracking Cookies and Data

The site will use cookies and similar technology to collect information as well as to improve your next visit to the site. Cookies are small text files that a website sends to your computer for record-keeping purposes which are stored in a file on your computer's hard drive. Cookies are also used for statistical purposes, to determine how a website is used and they make web browsing easier for you by saving your preferences. We use several different cookies, including functional, preference, session, performance, advertising, and content cookies.

Tracking technologies also used are beacons, tags, and scripts to collect and track information and to improve and analyze our site. For example, pages of the site may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags and single-pixel gifs) that permit us, for example, to count users who have visited those pages or opened an e-mail and for other related website statistics (for example, recording the popularity of certain website content and verifying system and server integrity).

You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. However, if you do not accept cookies, you may not be able to use some portions of our site. Unless you have adjusted your browser setting so that it will refuse cookies, our system will issue cookies when you direct your browser to our site. We do not collect Personally Identifiable Information automatically, but we may tie this information to personal information about you that we collect from other sources or you provide to us.

3. Collection Methods and Use of Information

We do not collect any Personally Identifiable Information about you unless you voluntarily provide it to us through the use of this site. You provide certain Personally Identifiable Information to us when you: (a) register for our services and register your email address with us; (b) enter contests sponsored by us or one of our partners; (c) send email messages, submit forms or transmit other information by telephone or letter; or (d) submit your credit card or other payment information when ordering and purchasing products and services on our site. We may also collect information from you at other points on our site that state that such information is being collected.

We collect information automatically as you navigate through the site pertaining to usage details, IP addresses and information collected through cookies, web beacons and other tracking technologies.

In addition, we may also collect, or our third party ad server and/or content server may collect, certain Non-personally Identifiable Information. This information is ultimately stored in the form of store categories, and, in some cases, specific URLs. We use your IP address to diagnose problems with our servers, software, to administer our site and to gather demographic information. Our third party ad servers will also provide us with summary, but not individual, reports that will tell us how many ads were presented and clicked upon that direct to our site.

We will primarily use your Personally Identifiable Information to provide our services to you. We will also use Personally

Identifiable Information to enhance the operation of our site, fill orders, improve our marketing and promotional efforts, statistically analyze site use, improve our product and service offerings, and customize our site's content, layout, and services. We may use Personally Identifiable Information to deliver information to you and to contact you regarding administrative notices. We may also use Personally Identifiable Information to resolve disputes, troubleshoot problems and enforce our agreements with you, including this Privacy Policy.

Your information, including Personally Identifiable Information, may be transferred to — and maintained on — computers located outside of your state, province, country or other governmental jurisdiction where the data protection laws may differ than those from your jurisdiction. If you are located outside United States and choose to provide information to us, please note that we transfer the data, including Personally Identifiable Information, to the United States and process it there. Your consent to this Privacy Policy followed by your submission of such information represents your agreement to that transfer.

4. Release of Information and Legal Requirements

We do not sell, trade, or rent your Personally Identifiable Information to others. We do provide some of our services through contractual arrangements with affiliates, services providers, partners and other third parties. We and our service partners use your Personally Identifiable Information to operate our sites and to deliver services. For example, we must release your credit card information to the card-issuing bank to confirm payment for products and services purchased on this site; release your address information to the delivery service to deliver products that you ordered; and provide order information to third parties that help us provide customer service.

We will encourage our service partners to adopt and post privacy policies. However, the use of your Personally Identifiable Information by our service partners is governed by the privacy policies of those service partners, and is not subject to our control.

Occasionally we may be required by legal requirements, legal compliance, law enforcement or to judicial authorities to provide Personally Identifiable Information to the appropriate governmental authorities. We will disclose Personally Identifiable Information to law enforcement or judicial authorities upon receipt of a court order, subpoena, or to cooperate with a law enforcement investigation or address other legal requirements and compliance issues. We fully cooperate with law enforcement agencies in identifying those who use our services for illegal activities. We reserve the right to report to law enforcement agencies any activities that we in good faith believe to be unlawful or to prevent wrongdoing in connection with the site.

We may also provide Non-personally Identifiable Information about our customers' sales, traffic patterns, and related site information to third party advertisers, but these statistics do not include any Personally Identifiable Information.

5. Updating and Correcting Information

We believe you should have the ability to access and edit the Personally Identifiable Information that you have provided to us. We may provide web page(s) or other mechanisms or processes allowing you to delete, correct or update some of the personal information that we collect from you.

We encourage you to promptly update your Personally Identifiable Information if it changes. We will make good faith

efforts to make requested changes in our then-active databases as soon as practicable, but it is not always possible to completely change, remove or delete all of your information or public postings from our databases and residual and/or cached data may remain archived thereafter. Further, we reserve the right to retain data: (a) as required by applicable law; and (b) for so long as reasonably necessary to fulfill the purposes for which the data is retained except to the extent prohibited by applicable law.

6. Opting out of Promotional Communications

You can make choices about how your information may be used by us to provide information and offers to you. You may opt out of commercial messages by clicking on the "opt out" or "unsubscribe" link provided with each message. These preferences do not apply to transactional communications, such as those that are related to your registration with us, required or important notices related to your use of our Services, or the fulfillment of a specific transaction.

7. Security of Information

The security of your data is of the utmost importance to us, but remember that no method of transmission over the Internet, or method of electronic storage is 100% secure. While we strive to use commercially acceptable means to protect your Personally Identifiable Information, we cannot guarantee its absolute security.

We require password protection physical, electronic, and procedural safeguards to protect Personal Information. We limit access to Personal Information to employees and authorized who need to know that information in order to operate, develop or improve our Services. However, we cannot guarantee that your information will never be disclosed in a manner inconsistent with this Privacy Policy (for example, as a result of unauthorized acts by third parties that violate applicable law or our policies).

As noted above, unfortunately no data transmission over the Internet or any wireless network can be guaranteed to be 100% secure. As a result, while we strive to protect your Personally Identifiable Information, you acknowledge that: (a) there are security and privacy limitations of the Internet which are beyond our control; (b) the security, integrity and privacy of any and all information and data exchanged between you and us through this site cannot be guaranteed; and (c) any such information and data may be viewed or tampered with in transit by a third party.

8. Third Party Sites

We may employ third party companies and individuals to facilitate our site and to perform related services or to assist us in analyzing how our site is used, including e-commerce sites. Third party sites and services that we use, include, but are not limited to:

[Google](#)

[LineLeader By ChildcareCRM](#)

[ProCare Solutions](#)

[Tuition Express](#)

[Shopify](#)

[Facebook](#)

[Hotjar](#)

[Analyzify](#)

[Yelp](#)

This site may publish links to these and other third party sites. These links are provided solely as a convenience to users and should not be construed as an endorsement by us.

Except as otherwise discussed in this Privacy Policy, this document only addresses the use and disclosure of information we collect from you and does not cover data collection and use practices of third parties. Other sites accessible through our site have their own privacy policies and data collection, use and disclosure practices. Please consult each site's privacy policy, by clicking on the above listed links. We are not responsible for the security, policies or practices of third parties. We have no control over and assume no responsibility for the content, privacy policies or practices of any third party sites or services.

9. Children Under the Age of 13

Our policy is that we do not knowingly collect, use or disclose Personally Identifiable Information about visitors that are under 13 years of age without parental consent and authorization. This site is not intended for or directed at children under 13 years of age.

No one under age 13 may provide any personal information to or on the site. If you are under 13, do not use or provide any information on this site or on or through any of its features/register on the site, make any purchases through the site, use any of the interactive or public comment features of this site or provide any information about yourself to us, including your name, address, telephone number, e-mail address or any user name you may use. If we learn we have collected or received personal information from a child under 13 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 13, please contact us at info@applemontessorischools.com.

10. California Privacy Rights

California law permits users of our site that are California residents to request certain information and request the deletion of personal data (as defined under applicable law) that we collected from you. In accordance with California's Consumer Privacy Act ("CCPA"), you have the right to request that we disclose to you (i) the categories of personal information we collected about you and the categories of sources from which we collected such information; (ii) the specific pieces of personal information we collected about you; (iii) the business or commercial purpose for collecting personal information about you; and (iv) the categories of personal information about you that we shared or disclosed for a business purpose and the categories of third parties with whom we shared or to whom we disclosed such information in the preceding 12 months. You also have the right to request that we delete personal information we collected from you subject to certain exceptions. You also have the right to not be discriminated against in pricing and services because you exercise any of your rights under the CCPA. Per the CCPA, you can contact us to make any such requests under this policy by emailing

info@applmontessorischools.com.

10. Miscellaneous Privacy Issues

You should also be aware that when Personally Identifiable Information is voluntarily disclosed (i.e. your name, email address, etc.) in the discussion forums or other public areas on this site, that information, along with any information disclosed in your communication, can be collected and used by third parties and may result in unsolicited messages from third parties. Such activities are beyond our control and this Policy does not apply to such information. Any submissions to chat rooms or other public areas on this site are accepted with the understanding that they are accessible to all third parties. If you do not want your comments to be viewed by third parties, you are advised not to make any submissions. Ultimately, you are solely responsible for maintaining the secrecy of your password and/or account information. Please be careful and responsible whenever you're online.

We reserve the right to revise this Privacy Policy at any time. We will notify you of any material changes to this Policy by posting the new policy here and by changing the "Effective Date" at the top. You should periodically read this Policy to learn of any revisions.

If you have any questions about this Privacy Policy, the practices of this site, or your dealings with this site, please contact us at **info@applemontessorischools.com**