

**PRIVACY POLICY**  
**Effective as of 4/30/2024**

We at The Dance Lab Co. created this privacy policy (“Privacy Policy”) because we know that you care about how information you provide to us is used and shared. This Privacy Policy relates to the information collection and use practices of The Dance Lab Co., in connection with our online services (the “Services”), which are made available to you through our website located at <https://thedancelab.co/> (the “Site”).

By visiting our Site and/or using our Services, you are agreeing to the terms of this Privacy Policy and the accompanying Terms of Use. Capitalized terms not defined in this Privacy Policy shall have the meaning set forth in our Terms of Use.

**Information We Collect**

*Personal Information*

We do not collect any personal information from you unless you voluntarily provide it to us.

When you sign up to become a user of the Site (a “User”), you will be asked to provide us with certain personal information, such as your first name, last name, and email address. In this Privacy Policy, we refer to this information as “Personal Information.”

*Usage Information*

Like most websites, we use automatic data collection technology when you visit the Site to record information that identifies your computer, to track your use of our Site, and to collect certain basic information about you. This information includes information about your operating system, your IP addresses, browser type and language, referring and exit pages and URLs, keywords, date and time, amount of time spent on particular pages, what sections of a website you visit, and similar information concerning your use of the Site and the Services (the “Usage Information”).

We collect this Usage Information by using cookies and other technology such as pixel tags (also called web beacons or clear gifs). Cookies are small packets of data that a website stores on your computer’s hard drive so that your computer will “remember” information about your visit. Clear gifs are tiny graphics with a unique identifier, similar in function to cookies, and are used to track the online movements of website users. You can reject cookies by following the directions provided in your Internet provider’s “help” file. If you reject cookies, you may still visit the Site, but may not be able to use some areas of the Site and/or the Services.

We do not collect Personal Information in this way, but if you’ve provided us with Personal Information, we may associate that information with the information that is collected automatically. Automatic data collection may be performed on our behalf by our services providers.

**How We Use Your Information**

We may use your Personal Information and Usage Information in a manner that is consistent with this Privacy Policy and the context of our relationship with you. We will use your Personal Information and Usage Information collected through the Site for the following purposes:

- To identify you when create a membership;
- To identify you when you sign in to your account;
- To respond to your requests and to provide you with the Services;
- To respond to your inquiries and contact you about changes to the Site and/or the Services;
- To send you notices (for example, in the form of e-mails, mailings, and the like) regarding products or services you are receiving, and for billing and collection purposes;

- To send you information we think you may find useful or that you have requested from us;
- To send you information regarding your blog post or community forum;
- To enhance and improve the Site or the Service, such as through personalized features and content;
- To analyze the use of the Site and the Service and the people visiting to improve our content and Site and the Service;
- To investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person, violations of our policies, or as otherwise required by law;
- For any other purposes disclosed at the time the information is collected or to which you consent; and
- As otherwise specifically described in this Privacy Policy.

### **Disclosure of Personal Information to Third Parties**

We do not disclose your Personal Information to third parties for their direct marketing purposes.

We, like many businesses, sometimes hire other companies to perform certain business-related functions. Examples include mailing information, maintaining databases, hosting services, and processing payments. When we employ another company to perform a function of this nature, we provide them with the information that they need to perform their specific function, which may include Personal Information.

If we or all or substantially all of our assets are acquired, we expect that the information that we have collected, including Personal Information, would be transferred along with our other business assets.

We may disclose your Personal Information and Usage Information to government authorities and to other third parties when compelled to do so by government authorities, at our discretion, or otherwise as required by law, including but not limited to in response to court orders and subpoenas. We may also disclose your Personal Information and Usage Information when we have reason to believe that someone is or may be causing injury to or interference with our rights or property, other users of this Site, or anyone else that could be harmed by such activities.

### **How We Protect Your Information**

We take commercially reasonable steps to protect the Personal Information from loss, misuse, and unauthorized access, disclosure, alteration, or destruction. We cannot guarantee the security of our databases, nor can we guarantee that the information you supply will not be intercepted while being transmitted to and from us over the Internet. In particular, e-mails or blogs posts sent to or from us may not be secure, and you should therefore take special care in deciding what information you send to us via e-mail or the community blog post.

### **Accessing and Modifying Account Information**

You may update the information that is stored in your user account by visiting 4401 Pleasant Garden Dr., Greensboro, North Carolina 27406 United States or by e-mailing us at [admin@thedancelab.co](mailto:admin@thedancelab.co).

### **Your Choices**

If you wish to stop receiving promotional e-mails, you may do so by e-mailing [admin@thedancelab.co](mailto:admin@thedancelab.co). You may also choose to unsubscribe from our emails by following the instructions in the bottom of the email.

### **Links**

The Site may contain content, services, advertising and other materials that link to websites operated by third parties. We have no control over those other sites, and this Privacy Policy does not apply to them. Please refer to the privacy policies of those sites for more information on how the operators of those sites collect and use your Personal Information.

### **Do Not Track**

We do not monitor, recognize, or honor any opt-out or do not track mechanisms, including general web browser "Do Not Track" settings and/or signals.

**Important Notice to Users Outside the U.S.**

The Site and the Services are operated in the United States. If you are located outside of the United States, please be aware that any information you provide to us will be transferred to the United States. By providing us with any information through the Site or the Services, you consent to this transfer.

**Changes to This Privacy Policy**

This Privacy Policy is effective as of the date stated at the top of this Privacy Policy. We may change this Privacy Policy from time to time and will post any changes on the Site as soon as they go into effect. By accessing the Site or using the Services after we make any such changes to this Privacy Policy, you are deemed to have accepted such changes. Please refer back to this Privacy Policy on a regular basis.

**How to Contact Us**

If you have questions about this Privacy Policy, please e-mail us at [admin@thedancelab.co.](mailto:admin@thedancelab.co.), "PRIVACY POLICY" in the subject line, or mail us at the following address: 4401 Pleasant Garden Dr., Greensboro, North Carolina 27406 United States.