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# Privacy Policy

**Effective Date:** 7/24/25

**Last Updated:** 7/24/25

Welcome to **One Beat Dance** ("Company", "we", "us", or "our"). This Privacy Policy explains how we collect, use, disclose, and safeguard your personal information when you visit our website, [www.onebeatdance.com](http://www.onebeatdance.com) (the "Site"), or engage with our services.

We are committed to protecting your privacy and complying with applicable privacy laws, including the **General Data Protection Regulation (GDPR)** and the **California Consumer Privacy Act (CCPA)**.

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## 1. Information We Collect

### a. Personal Information You Provide

We may collect the following types of personal information when you voluntarily provide it:

- Name
- Email address
- Mailing address
- Date of birth (for student registration)
- Emergency contact information
- Payment details (e.g., for tuition or merchandise)
- Other information you submit via forms or communication with us

### b. Information Collected Automatically

When you access our Site, we may automatically collect:

- IP address
  - Device type
  - Browser type
  - Pages visited and time spent
  - Referring URLs
  - Cookies and similar tracking technologies (see Section 6)
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## 2. Legal Basis for Processing (GDPR)

If you are located in the European Economic Area (EEA), we process your personal information under the following legal bases:

- **Consent** (e.g., newsletter subscriptions)
  - **Contract performance** (e.g., class registration)
  - **Legal obligations**
  - **Legitimate interests** (e.g., improving services and protecting the Site)
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## 3. Use of Your Information

We use your information to:

- Provide and manage classes or events
  - Process transactions and payments
  - Communicate with you about your account or registrations
  - Send marketing and promotional communications (with your consent)
  - Improve the Site and our services
  - Comply with legal requirements
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## 4. Your Rights Under GDPR and CCPA

### a. Rights for EU/EEA Residents (GDPR)

You have the right to:

- Access your personal data
- Rectify inaccurate data
- Erase your data ("right to be forgotten")
- Restrict or object to data processing
- Withdraw consent at any time
- Request data portability
- Lodge a complaint with your data protection authority

### b. Rights for California Residents (CCPA)

You have the right to:

- Know what personal information we collect and how we use it
- Access or request a copy of your personal information

- Request deletion of your personal data
- Opt out of the sale of your personal information (we do not sell your data)
- Not be discriminated against for exercising your privacy rights

To exercise any of these rights, please contact us at:

 [information@onebeatdance.com](mailto:information@onebeatdance.com)

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## 5. Sharing Your Information

We do **not sell** your personal information. We may share data only:

- With trusted service providers (e.g., payment processors, email providers)
- To comply with legal obligations or protect rights and safety
- With your explicit consent

All third-party service providers are bound by data protection obligations and are only permitted to process your data on our behalf.

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## 6. Cookies & Tracking Technologies

We use cookies to:

- Analyze traffic and usage trends
- Remember your preferences
- Improve functionality

### Cookie Options:

You can manage cookies through your browser settings or by opting out through our cookie banner (if applicable).

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## 7. Data Retention

We keep personal data only as long as necessary to fulfill the purposes for which it was collected, or as required by law. If you request deletion, we will securely delete your data unless we are legally required to retain it.

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## **8. Security**

We implement appropriate technical and organizational security measures to protect your data. However, no system is 100% secure. Please contact us immediately if you believe your information has been compromised.

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## **9. Children's Privacy**

We do not knowingly collect personal data from children under 13 (or under 16 in the EEA) without verified parental consent. If you believe a child has submitted data without consent, please contact us for prompt deletion.

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## **10. International Data Transfers**

If you are outside the United States, your information may be transferred to and processed in the U.S. We ensure appropriate safeguards are in place when transferring data internationally, such as standard contractual clauses under GDPR.

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## **11. Third-Party Websites**

Our Site may contain links to other websites. We are not responsible for their content or privacy practices. Please review their privacy policies before submitting personal information.

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## **12. Changes to This Policy**

We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated "Effective Date."

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## **13. Contact Us**

If you have questions about this Privacy Policy or your data rights, please contact us at:

## One Beat Dance

 Website: [www.onebeatdance.com](http://www.onebeatdance.com)

 Email: [information@onebeatdance.com](mailto:information@onebeatdance.com)

 Address: **3504 Rose Ave, Ocean, NJ 07712**

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