



## PRIVACY POLICY

Rev. 09.02.2023 TA

Summerfield Waldorf School & Farm ("SWSF") values and respects privacy very highly, as well as the trust of our families and our community. This Privacy Policy clarifies the collection, use, and disclosure of information that you may provide through our website ([summerfieldwaldorf.org](https://summerfieldwaldorf.org)).

This Privacy Policy contains important information regarding your privacy and how we may use the information we collect about you. Your access to, and your use of, our website is conditional upon your acceptance of and compliance with this Privacy Policy. If you disagree with any part of the Privacy Policy, then you do not have our permission to access or use our website. This Privacy Policy applies to everyone, including, but not limited to: visitors, users, and others, who wish to access or use our website.

### INFORMATION WE COLLECT

Information collected via our website includes the following:

- Contact/Inquiry forms – this information is sent via email to an assigned employee of SWSF for the sole purpose of facilitating a user-initiated inquiry;
- Surveys – this information is sent via email to an assigned employee of SWSF for the sole purpose of analyzing information provided via a user-initiated survey/poll response;
- Event registration – this information is provided to the event organizer for the sole purpose of facilitating registration to attend an event as initiated by a user;
- Admissions – this information is submitted via our Portal, and retained for Admissions-related outreach, event registration, or student application to our school.
- Online Purchases – this information is used to facilitate a user-initiated product order on our website.

Examples of the ways we use the collected information include:

- To personalize user's experience and to allow us to deliver the type of content and product offerings in which you are most interested.
- To allow us to better serve you in responding to your customer service requests.
- To administer a contest, promotion, survey, or other site feature.
- To quickly process any relevant transactions.
- To send periodic emails regarding your order or other products and services.

### COOKIES

A cookie is a small piece of data sent from a website and stored on your device by your browser. This website collects cookies and may use cookies for reasons including, but not limited to:

- Analyzing our website traffic;
- Analyzing your interactions with advertisements;

- Determining whether you are signed in to the website;
- Testing content on the website;
- Storing information about your preferences;
- Recognizing when you return to the website.

Most web browsers automatically accept cookies. However, if you prefer, you can modify your browser settings to decline cookies. You can also choose to have your computer warn you each time a cookie is being sent and provide you with the option to accept or decline the cookie, and you can even choose to turn off (or decline) all cookies. This can be done via your internet browser settings. Each browser is a little different, so refer to your browser's Help menu to learn the correct way to modify your cookies preferences. Please note: If you choose not to accept cookies, you may not be able to access certain features or information on our website..

## DATA ANALYTICS

Our website uses Google Analytics to collect information about site users and user behavior. Analytics data collected may include:

- Internet Protocol (IP) address. An IP address is a number that is automatically assigned to the computer you are using whenever and wherever you access the Internet;
- Type of browser and operating system used to access our website;
- Date and time you access our website;
- The pages on our website that you access;
- User Demographic Information.

This collected information may be used for the following purposes:

- To refine our website content to be more relevant to our site visitors;
- For internal use (by SWSF staff, committee members, Board members or consultants) to perform marketing studies, research projects, or program development.
- Aggregate information (ex: number of "hits" per web page) may be shared with relevant third parties in an effort to enhance content and advertising on our website for site users.

If you would like to opt out of Google Analytics, please visit <https://tools.google.com/dlpage/gaoptout/>.

## HOW WE SHARE AND/OR DISCLOSE INFORMATION

We do not share, sell, or rent information to any third parties for their promotional use or for marketing purposes except in the following circumstances:

- Contact information may be used within SWSF or by a company acting as an agent of SWSF for operational support purposes, including but not limited to: event and program registration, content management and analysis, system maintenance, email distribution, printing, and mailing.
- SWSF may disclose information as required by law or as needed in legal proceedings when SWSF believes in good faith that disclosure is necessary to comply with law, protect our rights, protect your safety or the safety of others, investigate fraud, or respond to a proper government request.

## CREDIT CARD INFORMATION

We implement a variety of security measures when a user places an order, enters, submits, or accesses their information, to maintain the safety of your personal information. All credit card transactions are processed through a gateway provider, and are not stored or processed on our servers.

Optional Inclusion Statement: We are PCI compliant and reviewed regarding this compliance every year.

## CAN-SPAM

The CAN-SPAM Act is a law that sets the rules for commercial email, establishes requirements for commercial messages, gives recipients the right to have emails stopped from being sent to them, and spells out tough penalties for violations. We collect your email address in order to communicate regarding school community events and announcements. In accordance with CAN-SPAM, we agree that at any time, you may unsubscribe from receiving future emails by clicking the link at the button of any school email to unsubscribe, and you will be removed from future mailings.

## UPDATING YOUR COMMUNICATIONS PREFERENCES

You may update your preferences relating to promotional emails sent to you by SWSF by following the instructions included in the footer area of each communication. You may also update your communication preferences via your Parent Portal by logging in to your Portal account and selecting "Comm Preferences" under Household Business. You may also update your student's image use permissions by selecting "Waivers/Agreements" under Household Business.

## INTERNET SECURITY

SWSF strives to protect your personal information; however, we urge you to take every precaution to protect your personal data when you use the Internet. Please take proactive steps to secure your personal data, for instance by frequently changing your passwords.

## INTERNATIONAL ACCESS TO THE WEBSITE

SWSF conducts business in the United States (US). If you are visiting our website from outside the United States, your information will be transferred to, stored, and processed in the United States where our servers are located and SWSF is based.

## THIRD PARTY LINKS ON WEBSITE

Our website may contain links to other third-party websites that are not affiliated with SWSF. SWSF has no control over, and is not responsible for, the privacy policies or content of such sites. It is up to you to read and fully understand their Privacy Policies. Our inclusion of hyperlinks to such websites does not imply any endorsement of the material on such websites or any association with their operators.

## SOCIAL MEDIA WIDGETS

Our website includes social media features (such as Facebook, Instagram, Twitter, and LinkedIn). These features may collect your IP address and which page you are visiting on our website and may set a cookie to enable the feature to function properly. Social media features and widgets are either hosted by a third party, or hosted directly on our website. Your interactions with these features are governed by the privacy policy of the company providing it.

## COPPA (Children Online Privacy Protection Act)

We do not specifically market to children under 13; this website is intended for use by a general audience and does not offer services to children.

## PRIVACY POLICY UPDATES

We include our Privacy Policy on our website, in compliance with CalCOPPA. SWSF reserves the right to change, modify or update this policy at any time without notice. Any changes to our Privacy Statement will be posted on our website and easily accessible.

## CONTACT INFORMATION

Please contact us if you have any questions regarding our Privacy Statement and our practices regarding information you provide to us:

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