

Studio on the Common Privacy Policy

In the course of doing business, Studio on the Common, 22 Church Street, Winchester Massachusetts, requests both user and customer information. Protecting your private information is of utmost importance to us. This document outlines our organization's privacy policy when it comes to the use and handling of that information and applies to Personally Identifiable Information collected at www.studioonthecommon.com and www.Care.com our class registration provider.

1. Data we Collect

A. Data You Give Us

- i. Studio Website: To subscribe to our newsletter we ask that you provide a current email address and optionally your first name, last name, address, phone number, and preferences for email.
- ii. Care.com Class Registration System: To enroll in classes our Registration System requires information about parents/caregivers/children/students which may include name, address, phone, date of birth, and credit card information. Studio on the Common has access to all but your credit card information which is managed by Care.com and its providers. You can read more about Care.com's Privacy Policies here: <https://www.care.com/privacy-policy-p1013.html>.
- iii. Customer's likeness and/or voice, if photographed or recorded by Studio on the Common during Customer's use of the Sites and/or Services; Customers have the option to OPT out of such usage when enrolling on the Care.Com site or by request to Studio on the Common at info@studioonthecommon.com.
- iv. Demographic information and information regarding subjects that may interest the Customer, if the Customer took a survey or interacted with Studio on the Common in any way.
- v. UKG employee information including name and address are collected for the purpose of sending art supply kits to video subscribers. This data will NOT be integrated into Studio on the Common databases or distributed/used for any other purpose beyond mailing of kits via approved shipper (generally USPS, UPS or FEDEX) and will be deleted upon request by UKG or UKG employee.

B. Data We Automatically Collect

- i. **Device Information:** When you visit our sites, we automatically collect certain information about your device including about your web browser, IP address, time zone, geo location and some other cookies that are installed on your device. Additionally, as you browse the Site, we collect information about the individual web pages or products that you view, what websites of search terms referred you to the Site and information about how you interact with the site. We refer to this automatically

collected information as “Device Information.” Device information is collected through the following technologies:

1. **“Cookies”** are data files that are placed on your device or computer and often include an anonymous unique identifier. For more information about cookies and how to disable cookies visit <http://www.allaboutcookies.org>.
2. **“Log Files”** track actions occurring on the Site, and collect data including your IP address, browser type, ISP, referring/exit pages and date/time stamps.
3. **“Web beacons,” “tags,” and “pixels”** are electronic files used to record information about how you browse the Site.

- ii. **Order Information:** Additionally, when you make a purchase or attempt to make a purchase through the Site we collect certain information from you including your name, billing address, shipping address, payment information, email address and phone number. We refer to this as “Order Information.” When we talk about “Personal Information” in this Privacy Policy, we are talking both about “Device Information” and “Order Information.”

- C. **Children Under the Age of 13:** Our Site is not intended for use by children under 13 years of age and we do not knowingly collect personal information from children under 13. Parents and caregivers must provide relevant information (outlined above) for children who take our classes.

2. How we use your Personal Information

- A. **Fulfilling Orders:** We use the Order Information that we collect generally to fulfill any orders placed through the Site (including processing your payment information, arranging for shipping, and providing you with invoices and/or order status confirmations.) Additionally, we use this Order Information to Communicate with you, screen our orders for potential risk or fraud, and when in line with preferences you have shared with us, provide you with information or advertising related to our products or services.
- B. **Delivering Services:** We use information collected in relation to our classes, events and art offerings to confirm, cancel, provide updates and share information. If opted in to share photographs through our registration platform, we may share images on our website, in emails, or marketing materials,
- C. **Screening for Risk/Optimizing Service:** We use the Device Information that we collect to help us screen for potential risk and fraud (in particular your IP address) and more generally to improve and optimize our Site (for example, by generating analytics about how our customers browse and interact with the Site,) to target advertising and offers in order to be relevant to your interests and to assess the success of our marketing and advertising campaigns.

3. Sharing of Personal Information Collected

- A. We share your Personal Information with third parties to help us use your Personal Information as described above. For example, we use Shopkeep/Ecwid to power our online store. We also use Google Analytics to help us understand how our customers use the Site. We use Care.com to manage our class registrations and we use payment processors to handle credit card transactions. Finally, we may also share your Personal Information to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights.
- B. **DO NOT TRACK:** Please note that we do not alter our Site's data collection when we see a Do Not Track signal from your browser.
4. **Data Retention:** When you place an order through the Site, we will maintain your Order Information for our records unless and until you ask us to delete this information.
5. **Changes:** We may update this privacy policy from time to time in order to reflect, for example, changes to our practices or for other operational, legal and regulatory reasons.
6. **Updating/Changing Personal Information:** Studio on the Common allows the Customer to update or change personal information as well as communication methods by Studio on the Common to the Customer. To request a change, the Customer can follow the opt-out instructions in promotional emails. If the customer opts-out of receiving promotional emails, Studio on the Common may still send non-promotional communications, including emails about the Customer's accounts and ongoing business relations.
7. **How Personal Information is Secured:** Studio on the Common takes reasonable steps to maintain appropriate physical, technical and administrative security to help prevent loss, misuse, unauthorized access, disclosure or modification of Customers' personal information. While we take these reasonable efforts to safeguard personal information, no system or transmission of data over the internet or any other public network can be guaranteed to be 100% secure. Note that Studio on the Common does NOT store any credit card or payment information at Studio on the Common. All credit card information is managed by authorized Payment Processors.
8. **Contact Us:** Studio on the Common welcomes your questions, comments and concerns about privacy. To reach us please e-mail info@studioonthecommon.com or call us at 781-721-1023.
9. **Updated:** September 15, 2020