

Viva el Español Privacy Policy

Effective Date: March 14, 2024

Thank you for visiting Viva el Español's website. This Privacy Policy explains how we collect, use, disclose, and safeguard your personal information when you visit our website or use our services. By accessing or using our website, you consent to the practices described in this Privacy Policy.

1. Information We Collect:

a. Personal Information:

- When you visit our website, we may collect personally identifiable information, such as your name, email address, and phone number, if voluntarily provided by you.
- If you register for our services, we may collect additional information such as billing information, Spanish language background, educational history, and other relevant details.

b. Automatically Collected Information:

- We may automatically collect non-personal information about your visit, such as your IP address, browser type, device information, and the pages you visit on our website, through cookies and similar technologies.

2. How We Use Your Information:

We may use the information we collect for various purposes, including but not limited to:

- Providing and personalizing our services.
- Processing transactions and sending transaction-related communications.
- Responding to your inquiries and providing customer support.
- Improving our website, services, and user experience.
- Sending promotional and marketing communications (you can opt-out at any time).

3. Information Sharing:

We may share your information with third parties in the following circumstances:

- With service providers who assist us in operating our website, processing payments, managing enrollment, communicating with past, current or potential clients, and providing our services.
- In response to legal requests or proceedings, or to establish or exercise our legal rights or defend against legal claims.

- In connection with a business transaction, such as a merger, acquisition, or sale of assets.

4. Your Choices:

You have the right to:

- Access, correct, update, or request deletion of your personal information.
- Opt-out of receiving promotional and marketing communications.

5. Security:

We take reasonable measures to protect your personal information from unauthorized access, use, or disclosure. However, no method of transmission over the internet or electronic storage is 100% secure.

6. Children's Privacy:

Enrollment in our programs is not directed to individuals under the age of 13, and we do not knowingly collect personal information directly from children under 13. If you are under 13 years of age, please do not provide any personal information on our website.

We encourage parents and guardians to monitor their children's online activities and to help enforce this Privacy Policy by instructing their children never to provide personal information without their permission. If you have reason to believe that a child under the age of 13 has provided personal information to us, please contact us, and we will make reasonable efforts to promptly delete that information from our records.

Additionally, if we learn that we have collected personal information from a child under 13 without parental consent, we will take steps to obtain parental consent or delete the information. If you believe that we may have collected information from a child under 13 without proper consent, please contact us.

7. Parental Consent and Information Regarding Children:

a. Parental Consent: Before collecting any personal information about children under the age of 13, we require verifiable parental consent. This may involve the creation of an online account, a consent form, a phone call, or another suitable method to confirm that the parent or legal guardian has provided or granted permission for the collection of their child's personal information.

b. Information Collected from Parents: When parents provide information about their children, we may collect details such as the child's name, date of birth, educational history, and any other necessary information for the provision of our services.

c. **Use of Children's Information:** We use the information collected from parents about their children solely for the purpose of providing our educational services. This may include creating user accounts, personalizing educational content, and tracking progress.

d. **Parental Access and Control:** Parents have the right to review the information we have collected about their children, request changes, and revoke their consent. To exercise these rights, please contact us at info@vivaelespanol.org.

e. **Data Retention:** We retain personal information collected from parents about their children only for as long as necessary to fulfill the purposes outlined in this Privacy Policy. Once the information is no longer needed, we will take steps to securely delete or anonymize it.

f. **Parental Inquiries:** If you have any questions or concerns regarding the information we collect from parents about their children, please contact us at info@vivaelespanol.org.

g. **Notification of Changes:** In the event of any changes to our practices regarding the collection and use of information from parents about their children, we will notify parents and obtain renewed consent if required by applicable laws.

8. Text Messaging:

a. **Consent to Receive Text Messages:** By providing your mobile phone number and opting in to receive text messages from us, you consent to receive informational and promotional text messages from Viva el Español at the number provided. Standard messaging rates may apply.

b. **Types of Messages:** We may send text messages related to your account, transactions, updates to our services, promotional offers, and other relevant information.

c. **Opting Out:** You may opt-out of receiving text messages from us at any time by following the instructions provided in the text message or by contacting us at info@vivaelespanol.org. Please note that opting out of text messages may impact your ability to receive certain notifications and updates from us.

d. **Data Collection and Use:** We may collect information related to your interactions with our text messages, including delivery status, open rates, click-through rates, and responses. We use this information to improve the effectiveness of our text messaging campaigns and to tailor our communications to your preferences.

e. **Data Sharing:** We may share your mobile phone number and related information with third-party service providers who assist us in sending text messages and managing our text messaging campaigns. However, we do not sell your mobile phone number or use it for purposes other than sending text messages related to our services.

f. **Security Measures:** We take reasonable measures to protect the security and confidentiality of your mobile phone number and related information.

g. **Contact Information:** If you have any questions or concerns about our text messaging practices or this section of our privacy policy, please contact us at info@vivaelespanol.org.

9. **California Privacy Rights:**

If you are a California resident, you may have additional privacy rights. Please review our California Privacy Notice for more information.

10. **California Privacy Notice:**

a. **Your California Privacy Rights:** California residents have specific privacy rights under the California Consumer Privacy Act (CCPA). This section outlines those rights and how California residents can exercise them.

b. **Right to Know:** You have the right to request information about the categories of personal information we have collected about you, the sources from which we collected the information, the purposes for which we collected the information, and the categories of third parties with whom we have shared the information.

c. **Right to Opt-Out:** You have the right to opt-out of the sale of your personal information to third parties. We do not sell your personal information for monetary value.

d. **Right to Deletion:** You have the right to request the deletion of your personal information collected by us, subject to certain exceptions as permitted by law.

e. **Exercising Your Rights:** To exercise your rights under the CCPA, please submit a verifiable consumer request by contacting us at info@vivaelespanol.org. We may require additional information to verify your identity and process your request.

f. **Non-Discrimination:** We will not discriminate against you for exercising any of your CCPA rights. However, please note that certain services and features may be limited or unavailable if you choose to exercise your opt-out or deletion rights.

g. **Authorized Agents:** You may designate an authorized agent to make requests on your behalf under the CCPA. If you use an authorized agent, we may require proof of authorization and verification of your identity.

11. **Changes to this Privacy Policy:**

We may update this Privacy Policy from time to time. Any changes will be effective upon posting the revised policy on our website.

12. **Contact Us:**

If you have any questions about this Privacy Policy or our privacy practices, please contact us at: Viva el Español, 925 Village Center, Suite 2, Lafayette, CA 94549
info@vivaelespanol.org | 925-962-9177.