

# Privacy Policy

**The National Center for Choreography at The University of Akron (“NCCAkron,” “The Center,” “we,” “us,” “our”)** has the highest respect for the privacy and protection of the personally identifiable information provided by our community members, visitors, and followers. This Privacy Policy is applicable to your use of NCCAkron’s website and has been established to let you know the kind of information we gather when you use the website, why we gather your information, what we use your information for, and when we might disclose your information.

By using the Website, you are accepting the practices described in this Privacy Policy. If you do not agree to the terms of this Privacy Policy, please do not use the Website. We reserve the right to modify the terms of this Privacy Policy from time to time. Your continued use of the Website following the posting of changes will mean you accept those changes.

We respect your privacy and make every attempt to follow and abide by all federal, state, and local laws regarding online and email communication, as applicable.

We make use of industry standard tracking and measurement tools to better understand how many visitors are using our site, where they visit, and other information related to the site’s performance.

The only personal information we collect on our site is that which you may disclose to us voluntarily through any of our site’s forms or contact features.

We use the personal information collected from you to respond to your inquiry, contact you if you request that we do so, schedule an appointment, or to process your request for offers, services, or discounts we will offer from time to time. Such personal information as we collect may also be used by NCCAkron to understand and study the effectiveness of its marketing and advertising programs, but we will not share the information gathered in this process with any third parties.

Once you have “opted-in”, established a business or customer relationship with NCCAkron, or requested information from us in the future, you agree that we may contact you with offers and other communications both online and offline, until such time as we receive a verifiable “opt-out” from you.

We never use or share the personally identifiable information provided to us online in ways unrelated to the ones described above.

To prevent unauthorized access, maintain data accuracy, and ensure the correct use of information, we have put into place appropriate physical, electronic, and managerial procedures to safeguard and secure the information we collect online.

We may opt to make use of “cookies” to more accurately identify visitor session length, number of repeat visits, etc., but this tracking contains no personally identifiable information unless you provide it to us yourself.

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**EFFECTIVE: January 15, 2021**

*We welcome your feedback if you have questions about our Privacy Policy. Please email [contact@nccarkron.org](mailto:contact@nccarkron.org).*