

SPECS™ Privacy Policy

Effective Date: August 1, 2026

1. Information We Collect

We collect personal information that you voluntarily provide when registering for SPECS™ courses, creating an account, or communicating with us. This includes:

- **Contact Data:** Parent/guardian names, student names, email addresses, phone numbers, and physical addresses.
- **Student Demographics:** Age or grade level to ensure correct course placement.
- **Payment Information:** Credit card numbers and billing addresses (processed securely through our third-party merchant; we do not store raw financial data).

2. Automatic Data Collection and Tracking Tools

Our website template may automatically collect certain technical data to ensure optimal site functionality.

- **Cookies and Analytics:** This website may utilize automated tracking tools, including but not limited to cookies, Google Analytics, and Meta Pixels.
- **Purpose:** These tools automatically collect anonymous browsing data, device types, page views, and traffic patterns to help us analyze website performance and optimize our online marketing.
- **Control:** You can adjust your browser settings to refuse cookies, though doing so may limit your ability to use certain features on our site.

3. Media Release (Photos & Videos)

By participating in SPECS™ courses, workshops, or on-site competitions, parents, guardians, and adult students grant SPECS™ permission to capture and use visual media.

- **Authorized Use:** SPECS™ reserves the right to take photographs and video recordings of students during classes and events. This media may be used for promotional, marketing, and instructional purposes across our website, social media channels, and print materials.
- **No Compensation:** You acknowledge that no financial compensation, royalties, or residuals will be provided for the use of these images or videos.
- **Opt-Out Request:** If you do not wish for your child or yourself to be photographed or filmed, you must submit a formal, written opt-out request to SPECS™ management prior to the start of the first class.

4. How We Use Your Information

SPECS™ utilizes your collected data strictly for operational and communication purposes:

- Processing course registrations, scheduling, and billing transactions.

- Sending critical class updates, attendance confirmations, and competition details.
- Verifying student identities to enforce our strict "one free trial class per student" policy.
- Issuing program announcements or marketing updates (which you can opt out of at any time).

5. Data Protection and Sharing

We prioritize your data security and take necessary technical measures to protect it.

- **No Selling of Data:** SPECS™ will never sell, rent, or lease your personal information to third parties.
- **Third-Party Service Providers:** We only share data with trusted third parties essential to run our business, such as payment processors and email distribution platforms.
- **Legal Disclosures:** We may disclose information if required by law, subpoena, or to protect the safety of our students and facility.

6. Data Retention

We retain student and parent contact logs indefinitely to ensure system integrity, track course histories, and permanently prevent the abuse of introductory free trial class offers.

7. Your Rights and Access

You have the right to review, update, or request the correction of your personal data at any time by logging into your account or contacting SPECS™ support.