

Privacy Policy

Effective Date: October 1, 2025

The Creative Play Center

317 Brick Blvd, Suite 100, Brick, NJ 08723

1. Introduction

At **The Creative Play Center**, we respect your privacy and are committed to protecting the personal information you share with us. This Privacy Policy explains what information we collect, how we use it, and the choices you have regarding your information when you use our website (thecreativeplaycenter.com) or our services.

2. Information We Collect

We may collect the following types of information:

- **Personal Information:** Name, email address, phone number, billing address, and payment details when you register, book services, or subscribe.
 - **Child Information:** Limited information such as child's name and age for registration purposes (we do not collect sensitive details).
 - **Non-Personal Information:** Browser type, IP address, cookies, and usage data to improve our website and services.
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3. How We Use Your Information

We use the information we collect to:

- Process registrations, memberships, event bookings, and payments.
 - Communicate with you about updates, promotions, and events (with your consent).
 - Ensure the safety of children attending our programs.
 - Improve our website and customer experience.
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4. Sharing Your Information

We do not sell, rent, or trade your personal information. We may share information only with:

- **Service providers** (e.g., payment processors, email marketing platforms).
 - **Legal authorities** if required by law or to protect our rights, safety, or property.
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5. Children's Privacy (COPPA Compliance)

Our services are designed for children, but all personal information must be provided by a **parent or guardian**. We do not knowingly collect personal information directly from children under 13 without verifiable parental consent. Parents can request access or deletion of their child's information at any time.

6. Data Security

We use industry-standard safeguards (SSL encryption, secure payment systems, and restricted access) to protect your personal information. However, no online transmission or storage is 100% secure.

7. Your Rights

As a New Jersey resident, you have the right to:

- Request access to your personal data.
 - Request correction or deletion of your information.
 - Opt-out of marketing emails at any time.
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8. Cookies and Tracking

We use cookies and similar technologies to enhance your browsing experience, track analytics, and personalize content. You can disable cookies through your browser settings.

9. Third-Party Links

Our website may contain links to third-party sites (such as Instagram or booking/payment platforms). We are not responsible for their privacy practices.

10. Updates to This Policy

We may update this Privacy Policy periodically. Updates will be posted on our website with a revised effective date.
