

Privacy Policy - World of Little Wonders

Effective Date

Effective Date: 06/30/2024

1. Information We Collect

We may collect the following types of personal information:

- Child's full name, date of birth, and developmental details
- Parent/guardian contact information (name, phone, email, address)
- Emergency contacts and authorized pick-up persons
- Medical history, allergies, and immunization records
- Photos or videos (with consent) for internal and promotional use
- Information submitted via forms (Google Forms, email, website, etc.)

2. How We Use Your Information

We use your personal information for the following purposes:

- Enrollment and administrative processing
- Emergency care and safety planning
- Internal communication with staff
- Updates, newsletters, and important parent notifications
- Marketing (only with express consent for photos or testimonials)

3. Sharing of Information

We do not sell or share your information with third parties except:

- When required by law or public agencies (e.g. NYS Department of Health)
- In emergencies involving child safety
- With your explicit written consent

4. Data Storage and Security

We take reasonable precautions to protect your data:

- Secure digital storage (encrypted drives, password-protected systems)
- Physical files stored in locked locations
- Limited access to authorized personnel only

5. Photo & Video Use

Photos or videos of children may be used for:

- Internal use (classroom updates, learning observations)
- Marketing (social media, website, brochures) only with signed consent from the parent or guardian

You may opt out of media sharing at any time by submitting a written request.

6. Your Rights

You have the right to:

- Access your child's records
- Request correction of inaccurate information
- Withdraw consent for media or communications
- Request deletion of personal data (as allowed by law)

7. Online Forms and Cookies

If using our website or Google Forms:

- We do not use cookies to track visitors
- Any data you submit is encrypted and handled securely via Google services
- We do not collect sensitive data without your knowledge

8. Changes to this Policy

We may update this policy from time to time. Updates will be posted publicly and shared with enrolled families. Continued use of our services after updates indicates acceptance of the new terms.

9. Contact Us

If you have any questions or concerns about your privacy, please contact:

World of Little Wonders

Email: unitytots2024@gmail.com

Location: Staten Island, NY