PRIVACY STATEMENT

The Lookout Mountain School and thelookoutmountainschool.com is committed to protecting the privacy of our online visitors. We collect information from online visitors who ask to be on our newsletter mailing list and/or receive periodic email announcements and who are paying online school tuition. Anyone who wishes can choose to be removed from our mailing list, or to stop attending the school, both online and in person, at any time.

In addition, online visitors who wish to purchase a membership through our Web site must provide their name, email address, mailing address, phone number, and credit card number and expiration date. All credit card transactions occur over a secure connection.

All online visitor data collected by The Lookout Mountain School and thelookoutmountainschool.com is protected against unauthorized access. We will not sell, trade, or give your personal information to other companies or organizations.

Under California Civil Code Sections 1798.83-1798.84, California residents are entitled to ask us for a notice identifying the categories of Personal Information which we share with our affiliates and/or third parties for marketing purposes, and providing contact information for such affiliates and/or third parties. If you are a California resident and would like a copy of this notice, please submit a written request to: LMS@thelookoutmountainschool.com.

CHILDREN'S PRIVACY

The Children's Online Privacy Protection Act ("COPPA") requires that online service providers obtain parental consent before they knowingly collect personally identifiable information online from children who are under 13. We do not knowingly collect personal information from children under the age of 13. If we learn that we have personal information on a child under the age of 13, we will delete that information from our systems. The Lookout Mountain School and thelookoutmountainschool.com encourages parents to go online with their kids. Here are a few tips to help make a child's online experience safer:

Teach kids never to give personal information, unless supervised by a parent or responsible adult. Includes name, address, phone, school, etc.
Know the sites your kids are visiting and which sites are appropriate.
Look for Web site privacy policies. Know how your child's information is treated.
Check out the FTC's site for more tips on protecting children's privacy online:

http://www.ftc.gov/bcp/conline/edcams/kidzprivacy/index.html

DATA COLLECTION

We use services from other parties to collect data about site visitors. This information is used to better understand how visitors use our website via analytics reports and to enable us to reach people on other online platforms through advertising campaigns. Read the information below to learn more about these features and how you can exercise control over how your data is collected.

GOOGLE

ANALYTICS AND REPORTING

Tracking is or may be enabled on this website for the following Google services:

Google Analytics
Google Search Console

ADVERTISING

The following Google advertising features are or may be enabled:

Google Analytics Remarketing
Google Display Network Impression Reporting
Google Analytics Demographics and Interest Reporting
Integrated services that require Google Analytics to collect data via advertising cookies and anonymous identifiers
Data is or may be collected to generate the following types of audiences for advertising:

Affinity audiences
Custom affinity audiences
In-market audiences
Similar audiences
Demographic and location targeting
We do not merge any personally-identifiable information with non-personally identifiable information collected through any Google advertising product or feature.

REMARKETING

The remarketing or similar audiences features in Google AdWords enable us to collect data to reach people who previously visited our website, and serve relevant messages to people on other sites and platforms around the web.

Third-party vendors, including Google, show our ads on other sites and platforms across the Internet. Cookies are used to serve ads based on information collected from past visits to our website.

FACEBOOK

ANALYTICS AND REPORTING

Tracking is or may be enabled on this website for the following Facebook services:

Facebook Domain Insights

ADVERTISING

Data is or may be collected to generate the following types of audiences for advertising:

Facebook Website Custom Audiences

PINTEREST

ANALYTICS AND REPORTING

Tracking is or may be enabled on this website for the following Pinterest services:

Pinterest Analytics

OPTING OUT OF DATA COLLECTION

You can use the following tools or resources to opt out of data collection.

Google Analytics Opt-Out Browser Add-On
Network Advertising Initiative: Opt-Out of Interest-Based Advertising (participating member companies only)
Opting out of Facebook Custom Audience Ads

CONTACTING US

If you have questions or concerns about our privacy policy we can be reached by contacting: Hannah at The Lookout Mountain School through lms@thelookoutmountainschool.com