

# Play Academy Privacy Policy

At Play Academy, we are committed to protecting your personal information and maintaining your trust. This Privacy Policy outlines how we collect, use, and share personal information to ensure transparency and legal compliance.

## **Type of Information Collected:**

We may collect personal information such as your name, email address, phone number, and any other information you provide when signing up for our services or communicating with us.

## **How Information is Collected:**

We collect information through various methods, including:

- Online forms and registrations
- Website interactions
- Direct communications (e.g., email or phone)
- SMS opt-ins

## **Purpose of Data Collection:**

Your information is collected to:

- Provide our services, such as class bookings and updates
- Communicate promotions, offers, and service enhancements
- Improve customer experience and refine our offerings
- Ensure compliance with legal and contractual obligations

## **Data Sharing:**

We do not share personal information, including phone numbers collected for SMS consent, with third parties or affiliates for marketing purposes. "SMS opt-in consent and phone numbers for the purpose of SMS are not shared with any third parties under any circumstances."

## **User Rights:**

You have the right to:

- Access your personal information
- Update or correct your information
- Request deletion of your data
- Opt out of specific communications

For any privacy-related inquiries or requests, please contact us at customerservice@playmyhoa.com.

## **Contact Form and SMS Consent**

If our website includes a contact form for collecting phone numbers, it will include a checkbox for consent with the following opt-in language:

\*By checking this box, you agree to receive text messages related to [message type] from Play Academy. Reply STOP to opt out at any time. Text HELP to 561.849.4636 for assistance. Message and data rates may apply. Message frequency may vary. \*

## **Play Academy Terms and Conditions**

### **1. SMS Consent Communication:**

The phone numbers obtained as part of the SMS consent process will not be shared with third parties for marketing purposes.

### **2. Types of SMS Communications:**

If you consent to receive text messages from Play Academy, you may receive messages related to:

- Class bookings and reminders
- Updates on class schedules
- Billing inquiries
- Promotions and special offers

Example: *"Hello, this is a reminder of your upcoming tennis class with Play Academy on [Date] at [Time]. Reply STOP to opt out."*

### **3. Message Frequency:**

Message frequency may vary based on the type of communication. For example, you may receive up to two messages per week related to your classes or account updates.

Example: *"Message frequency may vary. You may receive up to 2 SMS messages per week regarding your classes or account status."*

### **4. Potential Fees for SMS Messaging:**

Standard message and data rates may apply, depending on your carrier's pricing plan. Fees may vary for domestic or international messages.

### **5. Opt-In Method:**

You can opt in to receive SMS messages from Play Academy by:

- Submitting an online form
- Checking the consent box during registration
- Providing verbal or written consent during a conversation

**6. Opt-Out Method:**

You can opt out of SMS messages at any time by replying "STOP" to any text you receive or contacting us directly to request removal.

**7. Help:**

If you experience any issues, reply with "HELP" for assistance or contact us directly at [customerservice@playmyhoa.com](mailto:customerservice@playmyhoa.com). Additional support can be found on our Privacy Policy and Terms and Conditions pages.

**8. Standard Messaging Disclosures:**

- Message and data rates may apply
- Reply STOP to opt out
- Text HELP for assistance
- Message frequency may vary

For further details, please contact customer support at 561.849.4636.

Play Academy is dedicated to providing a secure and transparent experience for all users. Please contact us with any questions or concerns regarding these policies.