

# Privacy Policy

**Effective Date:** 03/10/2024

**Last Updated:** 03/10/2024

At Jump and Joy, we are committed to protecting the privacy and security of our customers. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you interact with us through our website, services, or in-person engagements. Please read this policy carefully to understand our practices regarding your personal data.

## 1. Information We Collect

We collect both personal and non-personal information from you when you interact with Jump and Joy, including but not limited to:

### 1.1 Personal Information:

- Name, address, email, and phone number.
- Payment information (credit card details, billing address) for processing transactions.
- Event details (date, location, preferences) for rental coordination.
- Signed waiver agreements for safety and liability purposes.

### 1.2 Non-Personal Information:

- IP address and browser information when you visit our website.
- Usage data from website cookies and analytics tools to improve user experience.

## 2. How We Use Your Information

Jump and Joy uses the information we collect for the following purposes:

### 2.1 Service Provision and Customer Support:

- To process your rentals and provide the services requested.
- To communicate with you about your bookings, schedule changes, or follow-up information.

### 2.2 Marketing and Promotions:

- With your consent, to send promotional emails, offers, and updates about our services. You can opt-out at any time.

### **2.3 Improvement of Services:**

- To analyze website traffic and usage patterns to improve our website and services.

## **3. How We Protect Your Information**

We take the security of your personal information seriously and have implemented measures to protect it from unauthorized access, disclosure, or destruction:

### **3.1 Encryption:**

- We use secure encryption technology (SSL) for the transmission of sensitive information.

### **3.2 Data Access Restrictions:**

- Access to personal information is limited to authorized personnel who need it to perform their job functions.

### **3.3 Data Retention:**

- We retain personal information only as long as necessary to fulfill the purposes outlined in this policy, or as required by law.

## **4. Sharing Your Information**

We do not sell, trade, or rent your personal information to third parties. However, we may share your data with third parties under the following circumstances:

### **4.1 Service Providers:**

- We may share your information with trusted third-party service providers who assist us with payment processing, email marketing, or data storage. These providers are obligated to protect your data and may only use it for the purpose of providing services to Jump and Joy.

### **4.2 Legal Compliance:**

- We may disclose your information if required by law or in response to valid legal processes such as subpoenas, court orders, or government requests.

### **4.3 Business Transfers:**

- In the unlikely event of a merger, acquisition, or sale of all or part of our business, your information may be transferred to the new ownership.

## **5. Your Data Rights**

You have certain rights regarding your personal information, including:

### **5.1 Right to Access:**

- You may request a copy of the personal data we hold about you and ask how it is being used.

### **5.2 Right to Correction:**

- You can request the correction or update of any inaccurate or incomplete information.

### **5.3 Right to Deletion:**

- You can ask us to delete your personal information, subject to any legal obligations we may have for retaining the data.

### **5.4 Right to Opt-Out of Marketing Communications:**

- You can opt-out of receiving marketing communications from us at any time by clicking the "unsubscribe" link in our emails or contacting us directly.

## **6. Cookies and Tracking Technologies**

Our website may use cookies and similar tracking technologies to improve user experience, collect analytics data, and provide personalized content.

### **6.1 What Are Cookies?**

Cookies are small data files stored on your device that help us understand how visitors interact with our website.

### **6.2 How We Use Cookies:**

- To remember your preferences and enhance your browsing experience.
- To collect anonymized data for analytics purposes.

### **6.3 Managing Cookies:**

You can manage or disable cookies through your browser settings. Please note that disabling cookies may affect the functionality of our website.

## **8. Third-Party Links**

Our website or communications may contain links to third-party websites. We are not responsible for the privacy practices or content of these websites. We encourage you to review the privacy policies of those third-party sites before providing any personal information.

## **9. Changes to This Policy**

Jump and Joy reserves the right to modify this Privacy Policy at any time. Changes will be posted on this page with an updated "Last Updated" date. We encourage you to review this policy periodically to stay informed about how we are protecting your information.

## **10. Contact Us**

If you have any questions or concerns about this Privacy Policy or how your information is handled, please contact us at:

### **Jump and Joy**

Phone: 825-343-5155

Email: [info@jumpandjoy.ca](mailto:info@jumpandjoy.ca)