

MADISON COUNTRY DAY SCHOOL

Website Privacy Policy

Last modified: February 12, 2025

Introduction

Madison Country Day School, Inc., a Wisconsin non-stock company (“MCDS”, “we”, “us” and “our”) respects your privacy and commits to protect it through our compliance with this policy.

This policy describes the types of information we may collect from you or that you may provide when you visit this website (**madisoncountryday.org**) and our practices for collecting, using, maintaining, protecting, and disclosing that information.

This policy applies to information we collect:

- On this website.
- In email, text, and other electronic messages between you and this website.
- When you interact with our advertising and applications on third-party websites and services, if those applications or advertising include links to this policy.

It does not apply to information collected by:

- MCDS offline or through any other means, including on any other website operated by MCDS or any third party; or
- Any third party, including through any application or content (including advertising or social media pages) that may link to or be accessible from or through this website.

Please read this policy carefully to understand our policies and practices regarding your information and how we will treat it. By accessing or using this website, you agree to this Privacy Policy. If you do not agree with our policies and practices, you should discontinue use of this website.

This policy may change from time to time. The date of last revision to this Privacy Policy is stated at the top of this policy. You are responsible for periodically visiting our website and this Privacy Policy to check for any changes. Your continued use of this website after we make changes is deemed to be acceptance of those changes.

Information We Collect About You and How We Collect It

We collect “personal data” (information that identifies, directly or indirectly, a particular individual) and anonymous data that does not directly or indirectly identify an individual and cannot be reasonably used for that purpose. In particular we collect the following:

- Information you provide to us by filling in forms on our website, including search queries, or when you contact us through the website. This information may include your name, postal address, email address, telephone number, search queries, and any other information you provide.
- Usage, viewing, technical, and device data using analytics tools when you visit our website, use our applications on third-party sites or platforms, or open emails we send.

This information may include your location, dates and times, pages viewed, links clicked, browser or device type, unique device identifier, and IP address.

- Technical information through a variety of technologies, such as cookies, flash cookies, pixels, tags, software development kits, application program interfaces, and web beacons, including when you visit our website and applications or use our applications on third-party sites or platforms using one or more devices, whether or not you are logged in or registered.
- Information we obtain from third parties that we partner with through our website to provide services or functions for users of our website, such as a site or platform provider, about use of our website or applications on third-party platforms or devices.

Your web browser may allow you to refuse all or some browser cookies, or to receive alerts when cookies are being sent. If you disable or refuse cookies, please note that some parts of this website may then be inaccessible or not function properly.

We may also use postcard retargeting as part of our marketing efforts to engage with individuals who have visited this website. Postcard retargeting involves collecting certain non-personally identifiable information about website users, such as website visit activity, and linking that data to publicly available mailing address information in order to send marketing materials via postal mail.

We use third-party platforms to facilitate postcard retargeting. These platforms may collect and process data such as:

- Website visit activity (e.g., pages viewed, time spent on site, interactions with specific content)
- Device identifiers or cookies for tracking purposes
- Non-identifiable information matched to publicly available data to obtain postal mailing addresses.

Third-Party Use of Cookies and Other Tracking Technologies

Some content or applications on our website are served by third-parties, including content providers and application providers. These third parties may use cookies alone or in conjunction with web beacons or other tracking technologies to collect information about you when you use our website. The information they collect may be associated with your personal information or they may collect information about your online activities over time and across different websites and other online services, which may include personal information,. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content.

We do not control these third parties' tracking technologies or how they may be used. If you have any questions about a third-party provider's practices, you should contact the responsible provider directly.

How We Use Your Information

We use collected information for the purpose of improving our website design and functionality, optimizing our business practices (including marketing and enrollment management), and

providing the information or services you request of us, such as website user inquiries and event registrations.

In some cases we may use collected information to send personalized postcards that provide additional information about our offerings, events, or opportunities. If you prefer not to receive direct mail from us, you may opt out at any time by contacting us at:

smoyer@madisoncountryday.org. Once we receive your request, we will update our records accordingly. Please note that it may take up to 30 days from when we receive your request to process your request and stop any ongoing mailings.

Disclosure of Your Information

We may disclose, without restriction, aggregated (non-individual) information about our website users, and anonymous information that does not identify any individual. To facilitate postcard retargeting, we may share non-identifiable website activity data with our third-party service providers who match this information with publicly available mailing addresses. These providers are required to use the data solely for this purpose and comply with applicable data privacy laws.

We may disclose personal data that we collect, or you provide, as described in this Privacy Policy:

- To our subsidiaries and affiliates.
- To contractors, service providers, and other third parties we use to support this website or MCDS' other activities, initiatives, and programs.
- To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of MCDS's assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by MCDS about our website users is among the assets transferred.
- To comply with any court order, law, or legal process, including to respond to any government or regulatory request.

Data Retention and Access

We will retain your personal data only for as long as necessary for the purposes it was retained, such as to enable you to use this website or to provide services to you. In some instances, we may retain data for longer periods in order to comply with applicable laws (including those regarding document retention), resolve disputes with any parties, and otherwise as necessary to allow us to further the goals and purposes of MCDS.

Data Security

In order to protect your information, we have put in place appropriate electronic, physical, and procedural safeguards. We utilize standard encryption and security technology to protect data transfer, and our information systems are treated with the highest regard for security. In addition, we limit access to website user information to only authorized personnel.

Unfortunately, the transmission of information via the internet is not completely secure. Although we endeavor to protect your personal data, we cannot guarantee the security of your

personal data transmitted to our website. Any transmission of personal data is at your own risk. We are not responsible for circumvention of any privacy settings or security measures contained on our website.

Links to Other Websites

We are not responsible for the content or practices employed by other websites that our website may link to. We are also not responsible for any information that you might share with such linked websites. When you use a link to go from our website to a third-party website, this Privacy Policy is no longer in effect. You should refer to each third-party website's respective Privacy Policy and practices prior to disclosing any information.

We do not control third parties' collection or use of your information to serve interest-based advertising. However these third parties may provide you with ways to choose not to have your information collected or used in this way.

Use of Website by Children Under the Age of 18

Our website allows new students entering grades 5-11 to apply for the Rising Hawk Scholarship by submitting certain information, including personally identifying information, to a third-party data processor. Such submissions should only be made with parental consent. In all other respects, this website is not intended for children under 18 years of age, and we do not knowingly collect personal data from users under 18. If you are under 18, do not use or provide any information on this website through any of its features or provide any information about yourself to us without parental consent. If we learn we have collected or received personal information from a child under 18 without verification of parental consent, we will delete that information from our records. If you believe we might have any information from or about a child under 18 in contravention of this paragraph, please contact us at info@madisoncountryday.org.

Contact Information

To ask questions or comment about this Privacy Policy and our privacy practices, or to register a complaint or concern, contact us at:

Madison Country Day School, Inc.
5606 River Road
Waunakee, WI 53597
United States

Contact email: info@madisoncountryday.org