

The Ashburn School of Early Education

42660 Macauley Place, Ashburn, VA 20148 · ashburnschoolva.com

Privacy Policy

Effective Date: July 11, 2026

The Ashburn School of Early Education (“the School,” “we,” “us,” or “our”) respects the privacy of the families we serve and the visitors to our website. This Privacy Policy explains how we collect, use, share, and protect information when you visit ashburnschoolva.com (the “Website”) or enroll a child in our programs. By using our Website or enrolling with us, you agree to the practices described in this policy.

Information We Collect

From website visitors

- Information you provide through contact forms, tour requests, waitlist sign-ups, or email — such as your name, email address, phone number, and the details of your message.
- Information collected automatically, such as your IP address, browser and device type, pages visited, and referring links, gathered through cookies and analytics tools.

From enrolled families and children

When you enroll a child, we collect the information needed to provide care and to comply with Virginia childcare licensing requirements, including:

- Parent and guardian names, addresses, phone numbers, email addresses, and employment information
- Your child’s name, date of birth, and enrollment records
- Health and medical information, immunization records, allergies, dietary needs, and physician details
- Emergency contacts and authorized pickup information
- Tuition, billing, and payment information

Much of this information is collected and stored through Brightwheel, our childcare management platform, and its integrated payment services.

How We Use Your Information

- Respond to inquiries, schedule tours, and manage our waitlist and enrollment process

- Provide care, education, and related services to enrolled children
- Communicate with families about their child, billing, schedules, events, and school updates
- Process tuition and fee payments
- Maintain records required by Virginia childcare regulations
- Support the health, safety, and security of children and staff
- Improve our Website, programs, and services
- Send occasional community or informational communications, which you may opt out of at any time

How We Share Your Information

We do not sell your personal information. We may share it in the following limited circumstances:

- **Service providers** who help us operate — such as Brightwheel, payment processors, and website hosting or technology providers — who are authorized to use the information only to provide services on our behalf.
- **Government and licensing authorities**, including the Virginia Department of Education, as required for licensing, inspections, or otherwise by law.
- **Emergency responders or medical personnel** when necessary to protect a child's health or safety.
- **Others with your consent.**

Children's Privacy

Our Website is intended for parents, guardians, and other adults. It is not directed to children, and we do not knowingly collect personal information directly from children online. Information about enrolled children is provided to us by their parents and guardians as part of the enrollment process, with appropriate consent, and is used solely to provide care and to meet our legal and regulatory obligations. If you believe a child has provided us with personal information through the Website, please contact us so we can remove it.

Photographs & Media

As part of our programs and community outreach, we may photograph or record children during activities and events, and may use these images in newsletters, on our Website, on social media, or in promotional materials. We obtain parental consent for the use of a child's image through our enrollment paperwork, and families may decline or withdraw that consent at any time by contacting us in writing.

Cookies & Analytics

Our Website uses cookies and similar technologies to operate the site, remember preferences, and

understand how visitors use our pages. We may use analytics services such as Google Analytics. You can adjust your browser settings to refuse cookies, though some features of the Website may not function properly as a result.

Data Security

We take reasonable administrative, technical, and physical measures to protect the information in our care. Sensitive data, such as payment information, is handled through secure, industry-standard platforms. However, no method of transmission or storage is completely secure, and we cannot guarantee absolute security.

Data Retention

We retain family and child records for as long as necessary to provide our services and to comply with Virginia childcare licensing and other legal requirements. Records are securely stored and disposed of in accordance with those requirements.

Your Rights & Choices

- **Access and correction:** You may request to review or update the personal information we hold about you or your child.
- **Marketing choices:** You may opt out of non-essential communications at any time.
- **Media consent:** You may decline or withdraw consent for the use of your child's image, as described above.

To exercise any of these rights, please contact us using the information below.

Third-Party Links

Our Website may contain links to third-party websites or services. We are not responsible for the privacy practices of those sites and encourage you to review their policies before providing any information.

Changes to This Policy

We may update this Privacy Policy from time to time. Any changes will be effective when posted to this page with a revised effective date. We encourage you to review this policy periodically.

Contact Us

If you have questions about this Privacy Policy or how we handle your information, please reach out:

The Ashburn School of Early Education

42660 Macauley Place, Ashburn, VA 20148

Email: admissions@ashburnschoolva.com

Phone: (571) 440-0660