

PRIVACY POLICY

General Disclaimer

Thank you for visiting Balance Studios' website (<http://weareopenwi.com>), owned by Balance Studios, Inc. d/b/a Balance Digital Media Studios ("Balance Studios"), and for reviewing our Privacy Policy. While visiting <http://weareopenwi.com>, we will not collect any personal information about you unless you choose to provide that information to us. If you choose to provide this information, it will be used for the express purposes for which it was intended, including without limitation, advertising your business hours, delivery methods, notifying customers of special appointments or openings, or specific services or other information you may desire to provide during the period COVID 19 federal, state or local governmental orders are or may be in effect. We remind you that if you visit a link outside of <http://weareopenwi.com> you are subject to the privacy policies of that site.

Information Collected and Stored Automatically

Balance Studios' website automatically collects some technical information from you when you visit the site in order to give you the best possible experience. [Http://weareopenwi.com](http://weareopenwi.com) uses web measurement technology (Google Analytics) to automatically track how visitors interact with <http://weareopenwi.com>, including where they came from, what they did on the site and whether they completed any pre-determined tasks while on the site. This type of usage is classified by the Office of Management and Budget as Tier 2 usage since it is a multi-session web measurement. Aggregate data is used to help Balance Studios improve our user interface and diversify our content offerings to meet the needs of our users, track operational problems, prevent fraud and improve the effectiveness, security and integrity of the site. This information does not identify you personally, and data is only retained in accordance with <http://weareopenwi.com> data retention policy and applicable law. For each page that you visit, we collect and store only the following technical information:

- Date and time of access
- URL address of <http://weareopenwi.com> webpage visited
- Internet domain and IP address from which our website was accessed
- Type of browser and operating system used to access our site (if provided by the browser)
- URL address of the referring page (if provided by the browser)
- Completion or success status of the request for a web page or other on-line item
- File size of the webpage visited

This information is used to help us make the site more useful for you. With this data we learn about the number of visitors to our site and the types of technology our visitors use. We never track or record information about individuals and their visits, and we do not share this data with anyone outside Balance Studios unless necessary for law enforcement purposes.

Cookies

When you visit some websites, their web servers generate pieces of information known as cookies, which helps webmasters understand how users interact with their site's content and services. Websites use cookies to track one's activities on a website (e.g., pages visited, links clicked on, etc.), and to record information about the user so when the user returns to the site, customized features can be provided.

There are two types of cookies. A session cookie is a line of text that is stored temporarily in your web browser's memory cache and will expire when the browser is closed. A session cookie is not placed on any hard drive, and it is destroyed as soon as you close your browser. A persistent cookie is saved to a file on your hard drive and is accessed whenever you re-visit the website that put it there. This lets that website remember what you were interested in the last time you visited.

By default, Balance Studios does not but may choose in the future to use session cookies and web measurement technologies automatically when you visit <http://weareopenwi.com>. Nevertheless, if you decide to disable or remove cookies from your browser, you will continue to have access to all information and resources on <http://weareopenwi.com>. To learn more about how to disable cookies in your browser please visit http://www.usa.gov/optout_instructions.shtml. Balance Studios will not use persistent cookies.

Information Collected from Interactive Forms and Questionnaires

Balance Studios' website provides interactive forms and input from the user that allow you voluntarily to submit personal information about you and your business (such as your business's e-mail address, telephone number, name, or specific information related to your business, i.e., hours, appointment times, special services). This occurs when you register to join an online community to submit information. In these cases, all submitted information is used only for the express purposes for which it is provided, and is not made available to any third party for other purposes.

Balance Studios' website shares only the information you voluntarily provide with other government agencies if required by law. [Http://weareopenwi.com](http://weareopenwi.com) never collects information or creates individual profiles for commercial marketing. However, when you join an online community and voluntarily provide information to <http://weareopenwi.com>, your name and other personal/business information you provide are viewable by anyone visiting <http://weareopenwi.com>, unless you choose not share this information with the public on your user profile page. Any personal information you provide will be protected to the extent permissible under the [Freedom of Information Act and Privacy Act](#).

Electronically submitted information is maintained and destroyed according to the principles of the Federal Records Act and the regulations and records schedules of the National Archives and Records Administration, and in some cases may be covered by the Privacy Act and subject to the Freedom of Information Act. A discussion of your rights under these laws can be found on the Freedom of Information Act home page. Balance Studios may also use online survey instruments or questionnaires to obtain feedback on your experience with <http://weareopenwi.com>.

How do we protect your information?

We implement a variety of security measures to maintain the safety of your personal information when you enter, submit, or access your personal business or personal information. We offer the use of a secure server, virus-detection programs and firewalls.

Privacy Impact Assessment (PIA)

The E-Government Act requires agencies to conduct privacy impact assessments for collections of information through electronic information systems or otherwise and make them publicly available.

California Online Privacy Protection Act Compliance

Because we value your privacy, we have taken the necessary precautions to be in compliance with the California Online Privacy Protection Act. We therefore will not distribute your personal information to outside parties without your consent.

Gramm-Leach-Bliley Financial Modernization Act (GLB) Compliance

Balance Studios and its Privacy Policy is in compliance with the GLB.

Americans with Disabilities Act (ADA) Compliance

Balance Studios' Privacy Policy ensures effective communication with individuals with disabilities. As a public entity, Balance Studios' website will provide, as needed, its users an effective manner of communicating with disabled individuals.

Children's Privacy

Because we care about the safety and privacy of children online, we comply with the Children's Online Privacy Protection Act of 1998 (COPPA). COPPA and its accompanying regulations protect the privacy of children using the Internet. Balance Studios does not knowingly contact or collect personal information from children under 13. You must be 18 or older to use <http://weareopenwi.com>. It is possible that by fraud or deception we may receive information pertaining to children under 13. If we are notified of this, as soon as we verify the information, we will immediately obtain parental consent or otherwise delete the information from our servers. If you want to notify us of our receipt of information by children under 13, please do so by sending an e-mail to info@weareopenwi.com.

Site Security

For site security purposes and to ensure that this service remains available to all users, this website employs commercial software programs to monitor network traffic to identify unauthorized attempts to upload or change information, or otherwise cause damage.

Please note that no method of storing or transmitting data is completely secure, and, therefore, Balance Studios does not and cannot guarantee the security of user and registered user information. Unauthorized entry into or unauthorized use of Balance Studios' web services, hardware or software; transmissions failure; or other factors may compromise the security of user information. If you have reason to believe that your interaction to <http://weareopenwi.com> is no longer secure, you have an obligation to notify Balance Studios immediately. Likewise, if Balance Studios suspects that the security of user information in its possession and control may have been compromised, it will seek to notify the user of the situation as promptly as circumstances allow. If you have any questions about the security of <http://weareopenwi.com>, or need to contact us if you suspect a security breach, please email us at info@weareopenwi.com.

Except for authorized law enforcement investigations, no attempts are made to identify individual users and their usage habits. Raw data logs are used for no other purposes and are scheduled for regular destruction in accordance with [National Archives and Records Administration](#).

Unauthorized attempts to upload information or change information on this service are strictly prohibited and may be punishable under the [Computer Fraud and Abuse Act of 1986](#) and the National Information Infrastructure Protection Act.

Social Media and Third-Party Websites

Balance Studios uses some social media tools and websites to interact with its users. Social media websites are used to publicize Balance Studios' services and engage with members of the public. Balance Studios does not use third party-websites to solicit and collect personal information from individuals. Any personal information collected by a third-party website will not be transmitted to <http://weareopenwi.com> unless required for law enforcement purposes or as otherwise permitted by law. Balance Studios' privacy and other web policies do not apply to these third-party sites and we encourage you to read the policies of the third-party sites when deciding whether to use them. The official Balance Studios' "social media" sites are listed below and are determined by each user of Balance Studios' web services:

Facebook: <https://www.facebook.com/WeAreOpenWI/>

Users' own Websites

Third-Party Sites including, without limitation, www.EatStreet.com

Instagram: [@weareopenwi](https://www.instagram.com/weareopenwi)

Links to Other Parties' Sites

Balance Studios may or may not contain links to the websites of its users or other third parties, including without limitation, public businesses and/or private organizations. When you follow a link to another site, you leave the <http://weareopenwi.com> site and your website interactions are no longer protected by Balance Studios' privacy policy. Balance Studios is not responsible for, and does not endorse the privacy or security practices and content of sites to which <http://weareopenwi.com> links.

Correcting/Updating Personal Information

If a user's personal information changes, if a user desires to change its personal information, or if a user no longer desires our services, such user is required to notify Balance Studios. This can be done by sending an email to info@weareopenwi.com.

Notification of Changes

Balance Studios reserves the right to amend and modify this Privacy Policy at any time. This Privacy Policy, and any modifications to it, are incorporated and made a part of the Terms of Use posted on our website, and users are bound to the terms of the Privacy Policy as modified from time to time. If Users do not agree to the Privacy Policy as modified, the users shall immediately stop using Balance Studios' services, and users should cancel their accounts. Balance Studios reserves the right to prevent any user from accessing its services or website, if in our sole discretion, we decide that such user is in violation of the Privacy Policy and as it may be modified.

How to Contact Us

If you have any questions or concerns regarding our Privacy Policy or our use of your information, please contact us via email at info@weareopenwi.com or write us at Balance Studios d/b/a Balance Digital Media Studios, Inc., 2200 Dickinson Road—Bldg 1, De Pere, WI 54115.