

Privacy Policy

Last Updated: July 4, 2026

PrepAlly respects your privacy and is committed to protecting the personal information of the families, students, educators, and other individuals who interact with us.

This Privacy Policy explains how PrepAlly collects, uses, shares, and protects personal information when you visit our website, register for events or programs, request information, participate in our communities, or otherwise interact with PrepAlly.

Throughout this Privacy Policy, **“PrepAlly,” “we,” “us,” and “our” refer to the business operating under the PrepAlly trade name.**

By using our website or providing information to PrepAlly, you acknowledge the practices described in this Privacy Policy.

1. Information We Collect

We may collect personal information that you voluntarily provide to us, including:

- parent or guardian name;
- student name;
- email address and telephone number;
- city, state, or general geographic location;
- student grade level and school information;
- academic interests and educational goals;
- program interests and preferences;
- information submitted through consultation requests, registration forms, surveys, or questionnaires;
- communications with PrepAlly;
- payment and transaction information;
- program participation and attendance information;
- feedback, testimonials, and survey responses; and
- other information you voluntarily provide.

Please do not submit sensitive personal information that is not reasonably necessary for us to provide the requested service.

2. Information Collected Automatically

When you visit the Site, certain information may be collected automatically through cookies and similar technologies, including:

- IP address;
- browser and device type;
- operating system;
- referring pages;
- pages visited;
- date and time of access;
- approximate geographic location; and
- website interaction and usage information.

We use this information to operate the Site, understand how visitors use it, improve performance and content, maintain security, and evaluate our outreach efforts.

3. How We Use Information

We may use personal information to:

- respond to inquiries and consultation requests;
- process registrations and enrollments;
- communicate program schedules, reminders, and updates;
- recommend relevant educational resources or programs;
- understand family and student interests;
- coordinate educational programs and services;
- communicate with parents and students about participation;
- provide customer and technical support;
- process payments and maintain transaction records;
- administer surveys and collect feedback;
- improve our programs, website, and communications;
- send educational updates, webinar announcements, and program information;
- maintain the safety and integrity of our Site and communities;
- prevent fraud, misuse, or unauthorized activity; and
- comply with legal and regulatory requirements.

We do not use personal information in ways materially different from those described in this Privacy Policy without appropriate notice or consent where required.

4. Educational and Program Communications

If you register for a webinar, request information, join a PrepAlly community, enroll in a program, or otherwise express interest in PrepAlly resources, we may contact you about:

- registration confirmations and reminders;

- program information and schedule updates;
- relevant educational events;
- upcoming webinars;
- educational resources and admissions information; and
- programs or opportunities that may be relevant to your expressed interests.

You may unsubscribe from promotional email communications at any time by using the unsubscribe link in the email or contacting us.

Please note that even if you opt out of promotional communications, we may still send necessary transactional or administrative messages relating to an active registration, purchase, or program.

5. How We Share Information

PrepAlly does **not sell personal information for monetary consideration**.

We may share personal information only as reasonably necessary with:

- instructors, teaching assistants, mentors, and program staff involved in delivering a program;
- independent counselors or service providers when you request or authorize an introduction;
- technology and service providers that support website hosting, communications, registration, scheduling, payment processing, analytics, or program delivery;
- professional advisors where reasonably necessary;
- government authorities or other parties when required by law or reasonably necessary to protect legal rights, safety, or security; and
- a successor organization in connection with a merger, acquisition, reorganization, or sale of substantially all relevant business assets, subject to applicable law.

We do not authorize instructors, counselors, contractors, or service providers to use personal information received from PrepAlly for unrelated purposes.

6. Counselor and Resource Referrals

At a family's request, PrepAlly may introduce or refer families to independent counselors, tutors, mentors, educational organizations, or other service providers.

We will share contact or student information with such providers only when reasonably necessary to facilitate a requested introduction or service.

Once a family independently engages with a third-party provider, that provider's own privacy practices may apply to information collected directly by the provider.

7. Information About Students and Minors

PrepAlly serves families of middle and high school students. Much of the student information we receive is provided by parents or guardians in connection with inquiries, registrations, consultations, and program participation.

We collect and use student information only as reasonably necessary to:

- evaluate program fit;
- complete registration or enrollment;
- provide educational services;
- communicate about program participation;
- support instruction and feedback;
- maintain program records; and
- fulfill other purposes described at the time of collection.

Parents and guardians should provide only information reasonably necessary for these purposes.

Children Under 13

Our general website is primarily directed to parents and families and is not intended to solicit personal information directly from children under 13.

Children under 13 should not independently submit personal information through the Site.

If a PrepAlly program serves a child under 13 and collection of personal information is necessary, PrepAlly will seek appropriate parent or guardian involvement and consent as required by applicable law.

If you believe a child under 13 has provided personal information to PrepAlly without appropriate parental authorization, please contact us so that we can review and, where appropriate, delete the information.

8. Student Work, Photos, Videos, and Testimonials

PrepAlly may invite families or students to share:

- testimonials;
- feedback;
- survey responses;
- photographs or videos;
- project descriptions;
- presentations;

- student work; or
- information about achievements.

We will obtain appropriate authorization before publicly using a minor's identifiable name, image, voice, or student work for promotional purposes where required.

Survey responses may be reported in aggregated or de-identified form, such as percentages or overall program feedback.

Testimonials and other identifiable promotional materials will be used according to the permission provided.

9. Payments

Payments may be processed through third-party payment processors or financial institutions.

PrepAlly may receive transaction-related information, such as the payer's name, payment amount, transaction date, and payment status. We generally do not directly store complete payment-card information processed by an independent payment processor.

Payment providers process information according to their own privacy policies and security practices.

10. Cookies and Similar Technologies

Our Site may use cookies and similar technologies for purposes such as:

- essential website operation and security;
- remembering preferences;
- understanding Site traffic and visitor behavior;
- measuring Site performance;
- improving user experience; and
- evaluating marketing and outreach effectiveness.

You may be able to control certain cookies through your browser settings or the cookie preferences made available on the Site.

Disabling certain cookies may affect some Site functionality.

11. Website Hosting and Third-Party Technology

Our Site is hosted using third-party technology and website services. We may also use third-party services for functions such as:

- website hosting;
- online forms;
- scheduling;
- video conferencing;
- email communications;
- payment processing;
- learning management;
- cloud storage;
- surveys; and
- website analytics.

These providers may process information on our behalf or collect information according to their own privacy policies.

We encourage users to review the privacy policies of third-party platforms they use.

12. Data Retention

We retain personal information only for as long as reasonably necessary for the purposes described in this Privacy Policy, including:

- providing requested services;
- administering programs;
- maintaining business and transaction records;
- responding to inquiries;
- resolving disputes;
- enforcing agreements;
- meeting tax, accounting, and legal obligations; and
- maintaining records of consent where appropriate.

Retention periods may vary depending on the type of information and the reason it was collected.

When information is no longer reasonably necessary, we may delete, anonymize, or securely dispose of it, subject to applicable legal and operational requirements.

13. Data Security

PrepAlly uses reasonable administrative, technical, and organizational measures designed to protect personal information against unauthorized access, loss, misuse, alteration, or disclosure.

However, no website, electronic communication, storage system, or internet transmission can be guaranteed to be completely secure. Users should use care when transmitting personal information electronically.

14. Your Privacy Choices and Rights

Depending on where you live and applicable law, you may have the right to request that we:

- confirm whether we process your personal information;
- provide access to certain personal information;
- correct inaccurate information;
- delete certain personal information;
- provide a portable copy of certain information; or
- honor applicable opt-out rights.

To make a privacy request, contact us using the information in the **Contact Us** section below.

We may need to verify your identity before processing a request. A parent or legal guardian may make an appropriate request concerning a minor's information.

We will respond to valid requests as required by applicable law.

Maryland's privacy law provides covered consumers with rights that include access, correction, deletion, portability, and certain opt-out rights, although whether particular statutory obligations apply depends on the law's scope and applicability thresholds.

15. Do Not Sell or Share Personal Information

PrepAlly does not sell personal information for monetary consideration.

If our data practices materially change in the future, we will update this Privacy Policy and provide any notices or choices required by applicable law.

16. Links to Other Websites

Our Site may contain links to third-party websites, educational organizations, application portals, social media platforms, or other external resources.

PrepAlly does not control the privacy or security practices of third-party websites. This Privacy Policy does not apply to information collected independently by those third parties.

17. International Users

PrepAlly is based in the United States and primarily serves families in North America.

If you access the Site or provide information from outside the United States, your information may be transferred to, stored in, or processed in the United States or other locations where our service providers operate.

Where required by applicable law, appropriate safeguards will be used for international data transfers.

18. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, services, technology, or legal obligations.

The updated Privacy Policy will be posted on the Site with a revised **Last Updated** date.

Material changes will be communicated through additional notice where required by applicable law.

19. Contact Us

If you have questions about this Privacy Policy or wish to make a privacy request, please contact:

PrepAlly

Email: collegeprepally@gmail.com