

# Privacy Policy

**Effective Date:** January 6, 2026

Peninsula Montessori School ("we," "our," or "the School") is committed to protecting the privacy of our students and families. This Privacy Policy explains how we collect, use, store, and share personal information in connection with our school operations, website, and communications.

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## 1. Who We Are

Peninsula Montessori School is a private Montessori school serving children from **18 months through 11 years of age**. We operate in compliance with all applicable laws and regulations of the State of California.

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## 2. Information We Collect

We collect personal information only as necessary to operate the School, enroll students, communicate with families, and comply with legal obligations. This may include:

### a. Parent and Guardian Information

- Names
- Phone numbers
- Email addresses
- Home addresses
- Emergency contact information

This information is collected so we may communicate with parents and guardians regarding enrollment, tours, school updates, billing, emergencies, and other school-related matters.

### b. Student Information

- Child's name
- Date of birth and age
- Classroom and program placement information
- Enrollment and attendance records

We collect a child's age and related information to determine appropriate classroom placement and programming.

### c. State-Required Records

We collect and maintain all forms and records required by the **State of California**, which may include health records, immunization records, licensing forms, and other compliance documentation.

#### **d. Photos and Media**

We may collect photographs or videos of students during school activities. These are primarily used for: - Private sharing with parents so they can view classroom activities - Internal school documentation

Photos or videos are **only used for marketing or advertising purposes with explicit parental consent**. If a parent or legal guardian does not wish for their child's photos or videos to be shared, those images will **not** be included in classroom group communications or parent group sharing.

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### **3. How We Use Information**

We use collected information for the following purposes: - Student enrollment and classroom placement - Communication with parents and guardians - School operations and administration - Compliance with California state regulations - Health, safety, and emergency response - Private parent communications and classroom updates - Marketing or promotional use **only with parental consent**

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### **4. How We Share Information**

We **do not sell or share personal information** with third parties except in the following limited circumstances:

#### **a. With Parental Consent**

We may share information or student images when a parent or legal guardian has provided explicit consent.

#### **b. Legal and Regulatory Requirements**

We may share information as required by California law, licensing authorities, or other government agencies.

#### **c. School Transfers**

If a student transfers to another school, we may share the student's records **only upon request from the receiving school** and in accordance with applicable laws.

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### **5. Data Security**

We take reasonable administrative, technical, and physical measures to protect personal information from unauthorized access, disclosure, or misuse. Access to student and family data is limited to authorized staff who require the information to perform their duties.

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## 6. Children's Privacy

Our services are directed to parents and guardians, not directly to children. We collect information about children only as necessary for educational and regulatory purposes and always under parental authority and consent.

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## 7. Your Rights and Choices

Parents and legal guardians have the right to: - Request access to their child's records - Request corrections to inaccurate information - Withdraw consent for photo or media use - Request clarification regarding how information is used

Requests may be submitted by contacting the School directly.

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## 8. Data Retention

We retain personal information only for as long as necessary to fulfill educational, administrative, and legal obligations, including state recordkeeping requirements.

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## 9. Changes to This Policy

We may update this Privacy Policy from time to time. Any changes will be posted on our website with an updated effective date.

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## 10. Contact Us

If you have questions about this Privacy Policy or our data practices, please contact one of our campus locations below:

### Palos Verdes Campus

#### Peninsula Montessori School – Palos Verdes

31100 Hawthorne Blvd

Rancho Palos Verdes, CA 90275

United States

Phone: 1 (310) 544-3099

Email: [thickson@pvpm.com](mailto:thickson@pvpm.com)

## **Redondo Beach Campus**

### **Peninsula Montessori School – Redondo Beach**

907 Knob Hill Ave

Redondo Beach, CA 90277

United States

Phone: 1 (310) 540-9742

Email: [irma@pvpms.com](mailto:irma@pvpms.com)

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By enrolling your child or interacting with our school, you acknowledge and agree to this Privacy Policy.