

SUNRISE EDUCATION OPERATING, LLC

Consumer Privacy Notice

Last Updated: March 5, 2026

Sunrise Education Operating, LLC (“we,” “our,” or “Sunrise Education”) takes information privacy seriously. This Privacy Notice describes how we collect, use, protect, and process Personal Information we collect from or about you or your child when you visit our websites, use mobile apps we operate and control, participate in activities at our facilities, fill out liability, payment authorization, consent, and other forms, communicate with us, or otherwise interact with us in your capacity as a consumer. We refer to these interactions collectively as using our “Services.”

1. Scope

This Privacy Notice applies to Sunrise Education Operating, LLC and its subsidiaries and affiliated entities, referred to collectively as “Sunrise Companies” throughout this Privacy Notice.

2. Your Consent

By using our Services, you are consenting to the collection, use, disclosure, and transfer of your information (or your minor child’s information, as applicable and as permitted by law) as described in this Privacy Notice. If you do not consent to the collection, use, disclosure, and transfer of your information as described herein, you and your child may not use our Services. If you have questions about this Privacy Notice, please contact us using the methods described in the “How to Contact Us” section below.

3. Updates to This Privacy Notice

This Privacy Notice is subject to change. If we make material changes, we will endeavor to notify you more directly, including by placing a notice on our website or providing a communication notifying you of the changes. We will also update the date at the top of this document any time changes are made. We encourage you to periodically review this Privacy Notice. By using our Services, you agree to the terms in the most current version of this Privacy Notice.

4. Information We Collect

“Personal Information” is any information that could be used to identify an individual, either directly (for example, your name) or indirectly (such as an IP address or other unique identifier), or any other information that relates to, describes, is reasonably capable of being associated with, or could reasonably be linked to a particular individual or household.

Information You Provide

We collect Personal Information related to you or your minor child that you voluntarily provide to us, automatically from you, and from third parties. Categories of information collected over the last twelve months include:

- **Identifiers** – name, contact information, address, telephone number, online identifiers, and demographic information such as date of birth.
- **Protected classification characteristics** – age and gender, as protected under state or federal law.
- **Commercial information** – records of products, services, or classes purchased, billing details, locations visited, and prior transaction information.
- **Internet or network activity** – information about your interactions with our Services or advertisements.
- **Geolocation data** – approximate location of the device used to access our Services.
- **Audio, electronic, and visual information** – photographs, videos, testimonials, voice recordings from customer service interactions, or on-premises surveillance footage.
- **Inferences** – profiles reflecting consumer preferences, characteristics, psychological trends, behavior, attitudes, intelligence, abilities, and aptitudes.
- **Social media profile information** – when shared with us or used to contact us.
- **Account-related information** – usernames and passwords associated with your account.
- **Device information and unique identifiers** – IP address, operating system, or device serial number.
- **Preference information** – communication, language, and time zone preferences.
- **Any other Personal Information** you choose or consent to provide at the time of collection.

5. How We Use Your Personal Information

We process your Personal Information with your consent, to perform our contractual obligations, to provide Services you request, where it is in our legitimate interest, and where we have a legal obligation. Personal Information we collect may be used to:

- Provide, operate, and improve our website, businesses, and facilities, and administer your account.
- Communicate with you regarding customer service, information requests, and purchased products, services, or classes.
- Market our products and services to you and understand the effectiveness of our marketing communications. We do not send marketing communications to individuals identified as minor children in our systems.
- Invite you to participate in surveys or provide feedback about your experience.
- Operate, improve, and enhance our business offerings and identify trends.
- Personalize your experience when you interact with us online or at our facilities.
- Ensure continuity of service in connection with a sale, assignment, or transfer of all or part of our business.
- Comply with legal obligations, including court orders, subpoenas, regulatory obligations, enforcement of our rights, and detection and prevention of fraudulent or illegal activity.
- Any other purpose you consent to or instruct us to.

We may aggregate and de-identify Personal Information and create reports that do not personally identify any individuals. We may also combine Personal Information from multiple sources or across various interactions with you. If you are a parent user of our Services, we will associate your child's information with your account.

6. How We Disclose Your Personal Information

We disclose Personal Information we collect for business purposes to the following categories of third parties:

- **Corporate affiliates** – our parent company and subsidiaries, for purposes of providing and maintaining our Services and for administrative purposes.
- **Service providers** – to perform functions on our behalf such as class bookings, website hosting, marketing automation, analytics, site optimization, and payment processing.
- **Social media platforms** – when you choose to interact with us through social media features. Such interactions may allow platforms to collect information through cookies. Please review each platform's privacy policy for more information.
- **Independent contractors and third-party volunteers** – who are not employed by or associated with our company.
- **Business transaction parties** – if we sell all or part of our business, make a transfer of assets, or are involved in a merger, restructuring, or business transfer, including during due diligence.
- **Legal and regulatory parties** – under applicable law to comply with subpoenas and other legal processes, pursue available remedies, protect our operations, and enforce our terms and conditions.
- Any other party you direct us to or consent to.

7. Cookies & Automatic Data Collection

“Cookies” are small text files stored by your web browser that allow web servers to recognize the computer used to access a website. When we use the term “Cookies” in this notice, we include pixel tags, clear GIFs, session replay technology, and similar tracking tools that automatically collect information from and about you and your interactions with our website. We use cookies for the following purposes:

- **Website Operations** – enabling features necessary to provide our Services, such as managing login sessions, tracking content views, and remembering preferences.
- **Analytics** – understanding how our Services are used, tracking site performance, and making improvements.
- **Social Media** – enabling sharing of content through social networking and other sites.

We use Google Analytics, a web analytics service offered by Google, which tracks and monitors use of our websites and may share this data with other Google services.

Can I Opt-Out?

Most web browsers automatically accept cookies. You can change your browser settings to notify you of cookies being set or to block them. Please note that disabling all cookies may cause some website features to be unavailable or not function as intended. To learn more, visit

www.allaboutcookies.org. To prevent Google Analytics from using your information, you may install the Google Analytics Opt-Out Browser Add-on available at tools.google.com/dlpage/gaoptout.

“Do Not Track” Browser Settings

We do not currently use technology that recognizes “Do Not Track” signals from your web browser.

8. Sales, Sharing & Targeted Advertising

We disclose or make available Personal Information of individuals who are more than 18 years old to third parties in order to receive certain services or benefits, such as in connection with cookies that third-party partners may collect on our website.

In the last 12 months, we have sold, shared, or used for targeted advertising Personal Information of individuals who are more than 18 years old, including identifiers, commercial information, internet or network activity, inferences, and geolocation data. This sharing is considered a “sale” or “sharing” of personal information for purposes of targeted advertising under some state laws.

We do not “sell,” “share,” or use for targeted advertising the Personal Information of individuals we know are under 18 years old.

If you are a resident of certain jurisdictions, you have the right to opt-out of the sale, sharing, or use of your Personal Information for targeted advertising. See the “Exercising Your Rights” section below.

9. Links to Third-Party Sites

Our website contains links to websites run and controlled by third parties. These links are provided as a convenience to our users. We do not control the means by which your Personal Information is collected through third-party sites, nor the security implemented by those third parties. All third-party sites are operated independently from us. When you click a link to any third-party site, this Privacy Notice ceases to apply and the privacy policy of that third-party site will govern. We encourage you to review the privacy policies of every third-party site you visit. We are not responsible for the content, accuracy, or privacy practices of any third-party site.

10. Information Retention & Security

We retain your Personal Information for the period necessary to fulfill the purpose(s) for which it was collected, unless a longer retention period is required or needed to fulfill our legal obligations.

We have put in place reasonable physical, electronic, technical, and managerial procedures to safeguard and secure Personal Information from unauthorized use or disclosure. However, due to the open communication nature of the Internet, we cannot guarantee that your Personal Information will be 100% secure from accidental or unauthorized use, disclosure, or access.

11. Children Under the Age of 13

While we recognize that minor children may attend programs at our facilities, our website and online service offerings are informational in nature and are provided for and targeted to adults. Our website and online service offerings are not intended to be used by children under 13 years of age. We do not knowingly collect Personal Information from children under the age of 13 through our website or online service offerings.

If you believe we have collected Personal Information from a child under 13 through our website without express parental permission, please contact us immediately. If we have stored such information, we will delete it as soon as reasonably practicable after receiving notice.

12. Opt-Out of Marketing Correspondence

You may choose to limit or cease receiving marketing correspondence from us by using the opt-out option in emails you receive from us, or by contacting us directly using the information in the “How to Contact Us” section. We will process your request as soon as reasonably practicable.

We endeavor to only send marketing communications to parent users of our Services. If you believe we have sent marketing communications to a child without appropriate consent, please contact us so we can take appropriate action.

13. Your Rights & Choices

If you would like to update or correct your Personal Information or your minor child’s Personal Information, you may do so by contacting us using the information below. Depending on the jurisdiction in which you reside, you or your minor child may have the following additional rights:

Right to Request Access or Right to Know

You may request disclosure of the categories and specific pieces of Personal Information we have collected about you, the sources, the business or commercial purpose for collection, and the categories of third parties with whom we have disclosed your information in the preceding 12 months.

Right to Portability

After making an access request, you may have the right to obtain a copy of your Personal Information in a portable, readily usable format, and in some cases to request that we transfer it to another organization, where technically feasible.

Right to Deletion or Erasure

You may request that we delete any Personal Information we collect or retain about you or your minor child, subject to certain exceptions. We will direct our service providers to do the same, unless an exception applies.

Right to Opt-Out of Sale, Sharing, or Targeted Advertising

You may have the right to opt-out of the sale or sharing of your Personal Information, or its use for targeted advertising. See the “Exercising Your Rights” section for instructions.

Right to Limit Use of Sensitive Personal Information

You may have the right to limit our use and disclosure of your “Sensitive Personal Information,” as defined in applicable statutes. We do not collect Sensitive Personal Information from most consumers, and where we do, we believe we only use it in ways you would reasonably expect are necessary to perform the Services.

Right to Correct Inaccurate Information

If you believe Personal Information we hold about you or your minor child is inaccurate, you may contact us to request a correction.

Right to Withdraw Consent

If you have previously consented to the use of your Personal Information for direct or targeted marketing, you may withdraw that consent at any time.

Right to Restrict or Object to Processing

You may have the right to restrict certain processing of your Personal Information or to object to certain processing, including where our legal basis is your consent, where processing involves Special Category Personal Data, or where it involves automated decision-making technologies. This right is subject to certain restrictions.

Right to Appeal

If you are a resident of certain jurisdictions, you have the right to file an appeal with us if we deny your request to exercise your rights. Requests to appeal may be submitted through the same means as your original request. If we deny your appeal, you may have the right to appeal to your state regulator.

Additional Rights

- Appoint an authorized individual to exercise rights on your behalf, or on behalf of your minor child.
- Access information about automated decision-making, as applicable.
- Not be discriminated against for exercising your rights.

Non-Discrimination: We will not discriminate against you for exercising any rights you have under applicable law. Unless permitted by applicable law, we will not: (1) deny you goods or services; (2) charge you different prices or rates for goods or services, including through granting discounts or other benefits, or imposing penalties; (3) provide you a different level or quality of goods or services; or (4) suggest that you may receive a different price or rate for goods or services or a different level or quality of goods or services. However, we may offer you certain financial incentives permitted by state law that can result in different prices, rates, or quality levels. Any permitted financial incentive we offer will reasonably relate to your Personal Information’s value and contain written terms that describe the program’s material aspects. Participation in a financial incentive program requires your prior opt-in consent, which you may revoke at any time.

14. Exercising Your Rights

If you wish to exercise any of the rights described above, please submit a request to us by one of the following methods:

- Calling our team at the number listed below

- Emailing us at the address listed below
- Writing to us at the mailing address listed below

Only you, or someone legally authorized to act on your behalf, may make a verifiable consumer request related to your Personal Information. You may only make a verifiable consumer request for access or data portability twice within a 12-month period.

Your request must: (1) provide sufficient information that allows us to reasonably verify you are the person about whom we collected Personal Information, and (2) describe your request with sufficient detail that allows us to properly understand, evaluate, and respond to it.

We endeavor to respond to verifiable consumer requests within 45 days of receipt. If we require more time (up to 90 days), we will inform you of the reason and extension period in writing. We do not charge a fee to process or respond to your verifiable consumer request unless it is excessive, repetitive, or manifestly unfounded.

15. Campaign Registry Compliance

We will not disclose text message opt-in or consent information we collect from you to any third parties in a manner that would allow the third party to re-use your opt-in or consent to receive messages. We will not disclose your phone number to third parties for their own marketing or promotional purposes. We may disclose phone numbers to third-party service providers who help us run our campaigns, as described above.

16. How to Contact Us

If you have any questions or concerns regarding this Privacy Notice, please contact us at:

Sunrise Education Operating, LLC

Email: contact@sunriseeducationgroup.com

Website: www.sunriseeducationgroup.com

RE: Privacy Policy