

Privacy Policy

TREAD Educational Services

Effective Date	July 23, 2026
Last Updated	July 23, 2026
Applies To	treadeducation.com and related online interactions

TREAD Educational Services (“TREAD,” “we,” “us,” or “our”) respects the privacy of the families, students, prospective families, donors, website visitors, and community members who interact with us. This Privacy Policy explains how we collect, use, disclose, and safeguard information through <https://treadeducation.com> (the “Website”) and related online forms, communications, and services that link to this Policy.

TREAD provides educational and family services that may include a K–12 microschool, neurodivergent programming, tutoring, daycare, summer camp, transportation-related services, before- and after-school care, ABA-related services, consultations, scholarships, donations, and other educational programs. Some programs or third-party platforms may provide additional privacy notices or agreements. If a program-specific notice conflicts with this Policy, the more specific notice will govern for that program.

Information We Collect

The information we collect depends on how you interact with TREAD and which services you request.

- **Contact and inquiry information.** Your name, email address, telephone number, preferred contact method, the service you are interested in, and the content of messages or questions you send to us.
- **Parent, guardian, student, and household information.** Information submitted for enrollment, registration, tutoring, daycare, camp, transportation, before- or after-school care, scholarship consideration, consultations, or other services. This may include a parent or guardian’s contact information; a student’s name, age, date of birth, grade level, school history, learning needs, schedules, emergency contacts, and authorized pickup information.
- **Educational, disability, behavioral, or health-related information.** When relevant to a requested service, a parent or guardian may voluntarily provide information about a student’s educational history, accommodations, disability, diagnosis, behavior, medication, safety needs, or other support needs. TREAD collects this information only when reasonably needed to evaluate or provide services, comply with applicable requirements, or protect the student and others.
- **Registration, billing, donation, and transaction information.** Information related to tuition, fees, appointments, registrations, scholarships, donations, invoices, billing status, and transaction history. Payment card and bank information may be collected directly by a third-

party payment processor; TREAD generally receives transaction confirmations and limited payment details rather than complete payment credentials.

- **Account and portal information.** Credentials, profile information, records, communications, and activity associated with a parent portal, school-management platform, scheduling service, or other account-based service.
- **Communication and preference information.** Newsletter subscriptions, email preferences, SMS opt-in records, communication history, message content, and opt-out requests.
- **Device and website-use information.** Internet Protocol address, browser type, device type, operating system, referring pages, pages viewed, approximate location derived from an IP address, dates and times of visits, and information collected through cookies or similar technologies.

How We Collect Information

- Directly from you when you contact us, submit a form, register or enroll, request a consultation, subscribe to a newsletter, make a donation or payment, create or use an account, consent to text messages, or otherwise communicate with TREAD.
- Automatically through cookies, server logs, security tools, analytics, and similar technologies when you use the Website.
- From service providers and platforms that help us operate our programs, process transactions, manage forms or accounts, deliver communications, schedule services, or maintain the Website.
- From schools, professionals, scholarship organizations, referral sources, or other parties when you authorize the disclosure or when otherwise permitted by law.

How We Use Information

- Respond to questions and provide information about TREAD's programs and services.
- Review applications, schedule consultations or appointments, process enrollment and registration, and determine whether a program can meet a student's needs.
- Deliver educational, tutoring, daycare, camp, transportation-related, before- and after-school, ABA-related, and other requested services.
- Communicate with parents, guardians, adult students, donors, and other authorized contacts about appointments, schedules, program operations, student support, billing, account status, events, emergencies, and follow-up needs.
- Process tuition, fees, payments, donations, refunds, scholarships, and related records.
- Provide newsletters or other communications you request and manage your communication preferences.
- Operate, maintain, secure, troubleshoot, and improve the Website, portals, forms, communications, and services.
- Prevent fraud, misuse, security incidents, and violations of our policies.

- Comply with applicable law, contractual obligations, recordkeeping duties, subpoenas, court orders, and lawful government requests.
- Protect the rights, safety, and property of TREAD, our students, families, staff, service providers, and the public.

How We Share Information

TREAD does not sell personal information. We may disclose information only as reasonably necessary for the purposes described in this Policy, including:

- **Service providers.** Vendors that support website hosting and maintenance, forms, school or parent portals, scheduling, email newsletters, SMS delivery, payment and donation processing, analytics, data storage, security, professional services, and other business or program operations. These providers may use information only to perform services for TREAD or as otherwise permitted by their own terms and applicable law.
- **Authorized educational or service partners.** Schools, educators, clinicians, specialists, transportation providers, scholarship organizations, and other parties involved in a student's services when the parent, guardian, or authorized individual has requested or permitted the disclosure, or when disclosure is otherwise allowed by law.
- **Legal, safety, and compliance purposes.** Government agencies, law enforcement, courts, attorneys, insurers, auditors, or other appropriate parties when required by law or reasonably necessary to protect legal rights, investigate misconduct, enforce agreements, or protect someone's health or safety.
- **Organizational transactions.** A successor or other appropriate party in connection with a merger, reorganization, financing, transfer of assets, or similar organizational event, subject to applicable confidentiality and legal requirements.
- **At your direction or with your consent.** Other parties when you ask us to share information or provide consent for a particular disclosure.

SMS and mobile information

Mobile Opt-in, SMS Consent, and phone numbers collected for SMS communication purposes will not be shared with any third party or affiliates for marketing purposes.

SMS Communications

If you voluntarily opt in to receive text messages from TREAD, we may send service-related messages such as consultation or appointment reminders, enrollment and registration follow-ups, billing or account updates, school or program scheduling, operational notices, and other communications related to services you requested. Consent to receive SMS messages is not a condition of enrollment, purchase, receiving services, or making a donation.

Message frequency may vary per week. Message and data rates may apply. You may opt out at any time by replying STOP to any TREAD text message. For assistance, contact TREAD at

(770) 376-5854 or info@treadeducation.com. Opting out of SMS does not prevent TREAD from contacting you through other methods when permitted and reasonably necessary.

Cookies and Similar Technologies

The Website may use cookies, pixels, local storage, server logs, and similar technologies to enable core website functions, remember preferences, measure website traffic, improve performance, secure the Website, and understand how visitors use our pages. You can adjust cookie settings through your browser. Blocking some cookies may affect website features or functionality.

Third-Party Services and Links

The Website may use or link to third-party platforms for newsletters, donations and payments, forms and booking, school or parent-portal functions, maps, embedded media, and social media. Current examples may include Constant Contact, PayPal, Google services, OurSchoolHangout, Facebook, and Instagram. When you leave the Website or submit information directly to a third-party service, that service's privacy policy and terms apply. TREAD is not responsible for the privacy practices of unaffiliated third parties.

Children's Privacy and Student Information

TREAD provides services to children, but the Website's forms and online communications are intended primarily for parents, legal guardians, adult students, donors, and other adults. Children under 13 should not submit personal information through the Website without the involvement and permission of a parent or legal guardian.

Parents and guardians may provide student information when seeking or using TREAD's services. TREAD uses student information to evaluate requests, provide services, support student safety and learning, communicate with authorized individuals, and meet applicable legal and operational requirements. Student records created or maintained through enrollment or program participation may also be governed by applicable law, program agreements, school policies, consent forms, or service-specific notices.

If you believe a child submitted personal information through the Website without appropriate permission, contact us at info@treadeducation.com so we can review and take appropriate action.

Sensitive Information

Please do not send detailed medical records, diagnoses, individualized education plans, treatment records, Social Security numbers, financial-account credentials, or similarly sensitive information through the general Contact form unless TREAD specifically directs you to an approved method. When sensitive information is reasonably needed, TREAD may provide a designated form, portal, or other submission method.

Data Retention

We retain information for as long as reasonably necessary to provide services, maintain educational and business records, complete transactions, manage communications and opt-outs, resolve disputes, enforce agreements, protect safety and security, and satisfy legal, insurance, accounting, and operational requirements. Retention periods vary based on the type of information, the program involved, and applicable obligations.

Information Security

TREAD uses reasonable administrative, technical, and physical safeguards designed to protect personal information. However, no website, email, text message, online form, or electronic storage system is completely secure. We cannot guarantee absolute security, and you should use care when deciding what information to send electronically.

Your Choices and Requests

- Email: Use the unsubscribe link in a marketing or newsletter email, or contact us to update your preferences.
- SMS: Reply STOP to opt out of text messages. Reply HELP for assistance.
- Cookies: Adjust your browser controls to limit or delete cookies.
- Information requests: Contact us to request access to, correction of, or deletion of personal information associated with you or your child. We will review requests and respond as required or permitted by applicable law. We may need to verify your identity and authority before acting on a request, and some records may need to be retained.

Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our services, technology, vendors, or legal obligations. We will post the revised Policy on this page and update the "Last Updated" date. Your continued use of the Website after an update means the revised Policy applies to future interactions.

Contact Us

Questions, privacy requests, or concerns may be directed to:

TREAD Educational Services

2300 West Park Place Blvd
Stone Mountain, GA 30087

Email: info@treadeducation.com

Phone: (770) 376-5854

Terms & Conditions

SMS Communications | TREAD Educational Services

Effective Date	July 23, 2026
Program	TREAD service-related SMS communications
Support	(770) 376-5854 info@treadeducation.com

These SMS Terms & Conditions apply when you opt in to receive text messages from TREAD Educational Services. By providing SMS consent, you agree to the following terms.

1. SMS Consent and Communications

When you voluntarily opt in, TREAD may send text messages to the mobile number you provide. SMS consent is optional and is not a condition of enrollment, purchase, receiving services, or making a donation. The information and phone number obtained through the SMS consent process will not be shared with third parties or affiliates for marketing purposes.

2. Types of SMS Communications

Messages may include consultation or appointment reminders, enrollment or registration follow-ups, billing or account updates, school or program scheduling, closures or operational notices, requested service information, and other service-related communications.

3. Message Frequency

Message frequency may vary. You may receive up to 10 SMS messages per week depending on your appointments, enrollment activity, account status, requested services, and program needs.

4. Potential Fees for SMS Messaging

Standard message and data rates may apply according to your mobile carrier and plan. Charges may vary for domestic or international messaging. TREAD is not responsible for carrier charges.

5. Opt-In Method

You may opt in by submitting an online form containing an optional SMS consent checkbox or through another documented consent method provided by TREAD. Do not check the box or provide consent if you do not wish to receive SMS messages.

6. Opt-Out Method

You may opt out at any time by replying STOP to any TREAD text message. After you opt out, you may receive one final confirmation message. You may also contact TREAD at info@treadeducation.com or (770) 376-5854 to request removal from the SMS list.

7. Help

For assistance, reply HELP to a TREAD text message, call (770) 376-5854, or email info@treadeducation.com.

8. Standard Messaging Disclosures

Message and data rates may apply. Message frequency may vary and may be up to 10 messages per week. Reply STOP to opt out at any time. Reply HELP for assistance. Review TREAD's Privacy Policy at <https://treadeducation.com/privacy-policy/> and these Terms & Conditions at <https://treadeducation.com/terms-and-conditions/>.

Changes to SMS Terms

TREAD may update these SMS Terms & Conditions from time to time. The updated terms will be posted on this page with a revised effective date. Changes will apply prospectively unless otherwise required by law.

Contact

TREAD Educational Services

2300 West Park Place Blvd
Stone Mountain, GA 30087

Email: info@treadeducation.com

Phone: (770) 376-585