

Privacy Policy

Effective date: [September 14, 2026]

Mistletoe Workshop ("Mistletoe Workshop," "we," "us," or "our") respects your privacy. We believe privacy is part of the trust you place in us, especially when information about children is involved.

This policy explains what information we collect through our website and resources, why we collect it, how we use and protect it, how long we keep it, and how you can ask us to remove information you have submitted.

We try to collect only information that we genuinely need. Our practices are intended to be more protective than simply doing what the law permits.

Information We Collect

We collect information that you voluntarily provide through our website. The information we collect depends on what you choose to do.

Contact Form

When you contact us through our website, we collect the information requested by the form, including your name, email address, phone number, the type of inquiry you select, and the contents of your message.

We use this information to respond to your request, communicate with you about services or activities you have asked about, and maintain appropriate business records.

Santa Briefing

Our Santa Briefing is designed to help families prepare for a Santa visit.

The briefing may ask about a child, including a first name, age, interests, accomplishments, things the child may benefit from encouragement about, favorite activities, and favorite toy or gift.

We intentionally limit the information requested. The briefing does not require a child's full name, address, school, or other unnecessary identifying information.

Saving or Sharing a Santa Briefing

When you complete a Santa Briefing, you have two separate choices: **Save** the briefing for yourself or **Share** the briefing with Mistletoe Workshop. These are separate choices, and it is completely up to you which you prefer.

If You Choose to Save

When you choose to save your Santa Briefing, we generate a PDF for you.

We do not retain the information you entered into the briefing or a copy of the generated PDF as a result of your choosing Save.

We may retain a limited record that the Save feature was used, together with limited technical information about the request. This helps us understand whether the Santa Briefing resource is useful and how it is being used. This usage record does not contain the briefing contents or the contact information entered into the briefing.

If You Choose to Share

When you choose to share your Santa Briefing with Mistletoe Workshop, we collect the briefing information you submit together with at least one way to contact you: an email address or phone number.

We collect this contact information so that we can identify the submission operationally and contact you if follow-up is needed concerning the briefing or your visit.

Sharing a briefing is different from saving one: a shared briefing is retained by Mistletoe Workshop for operational purposes.

We may also retain a limited record that the Share feature was used, together with limited technical information about the request. This usage information is separate from the briefing itself and helps us understand whether the resource is useful.

How We Use Information

We use information we collect to:

- Respond to questions and requests
- Communicate with people who contact us or share information with us

- Prepare for and conduct Santa visits and other services
- Use shared Santa Briefings to help make visits more personal and meaningful
- Follow up when clarification or additional information is needed
- Maintain appropriate business records
- Understand whether website resources are useful
- Protect our website and forms from spam, automated activity, excessive requests, and other attempts to interfere with their normal operation
- Comply with applicable legal obligations

We do not sell your personal information.

We do not use information submitted through the Santa Briefing to create profiles of children or to build a history of a child's activities, interests, or behavior.

Information We Collect Automatically

Our website and its supporting services may collect limited technical information about visits and requests, such as information about the browser, device, operating system, referring page, approximate timing, and similar technical characteristics.

We use this information for website operation, security, troubleshooting, and understanding how our website is being used.

We may also use third-party web analytics tools to understand website traffic and usage. Those services may collect information according to their own privacy policies.

For the Santa Briefing, we may record limited usage events, such as when a visitor saves or shares a briefing, so that we can measure whether the resource is useful. We do not need the briefing contents to measure these events.

Security and Responsible Use

We take reasonable administrative, technical, and organizational measures to protect the information we maintain.

We may also collect limited technical information about requests to help protect our website and forms from spam, automated activity, excessive requests, and other attempts to interfere with their normal operation.

We may limit or reject requests that appear to be automated, excessive, or otherwise inconsistent with normal use of our website.

No method of transmitting or storing information can be guaranteed to be completely secure.

Where Information Is Stored and Who Can Access It

Information submitted through our forms may be stored using third-party services that provide hosting, processing, storage, or related services on our behalf.

Google services may be used to process and store submitted information.

Access to stored information is restricted to Mistletoe Workshop and the service providers that need access to perform services on our behalf.

Stored information is not publicly accessible, and our website does not provide a public search or lookup function for stored information.

How Long We Keep Information

We retain Contact information for five years after our last contact **from you**, unless a different retention period is required by law or is reasonably necessary for another legitimate purpose.

Our own outgoing communication does not, by itself, reset this retention period.

Shared Santa Briefings are retained according to the same general operational retention approach unless a different period is appropriate for the particular information.

When information no longer needs to be retained, we delete it. Where appropriate, we may instead remove identifying information so that useful aggregate or statistical information can be retained without continuing to identify an individual.

Usage analytics and security information may be retained for different periods because they serve different purposes. We retain such information only as reasonably necessary for those purposes.

Children's Privacy

The Santa Briefing is designed for parents, guardians, and other adults preparing for a Santa visit. The adult completing the briefing provides the information about the children they are preparing for.

We intentionally limit the information requested about children. The Santa Briefing does not ask a child to create an account or provide contact information, and it does not require a child's full name, address, school, or other unnecessary identifying information.

If you have questions about information you have submitted about a child, or if you would like us to remove information you have submitted about a child, please contact us using the email address or phone number provided below.

We do not knowingly ask children to submit personal information directly to us.

Your Privacy Choices

If you have submitted information to Mistletoe Workshop and want us to remove it, please contact us using the email address or phone number below.

Our goal is simple: **if you ask us to remove information you have submitted, we will remove it from our active records, subject to information we are required to retain by law or that we reasonably need to retain for a legitimate purpose.**

We do not provide stored information to another person merely because that person asks us for it.

Third-Party Services

We may use third-party providers to operate portions of our website, process submissions, store information, provide analytics, or support communications.

These providers may process information on our behalf as necessary to provide their services to us and may have their own privacy policies and terms.

We do not sell your personal information to third parties.

Cookies and Similar Technologies

Our website may use cookies or similar technologies for website functionality, analytics, security, and other ordinary website purposes.

Some third-party services we use may also place or access cookies or similar identifiers according to their own practices.

Changes to This Policy

We may update this Privacy Policy when our website, services, or information practices change.

When we make changes, we will update the effective date shown at the beginning of the policy. Material changes will be handled in accordance with applicable law.

Questions or concerns?

Mistletoe Workshop

Please contact Mistletoe Workshop at trust@mistletoeworkshop.com
or 248-872-2338