

# **Pure Concept Salon + Spa Privacy Policy + SMS Terms & Conditions**

## **PRIVACY POLICY**

Pure Concept Salon + Spa ("Pure Concept Salon + Spa," "we," "our," or "us") respects your privacy and is committed to protecting the personal information you provide when you visit our website, book appointments, purchase products, subscribe to communications, or otherwise interact with us.

This Privacy Policy explains how we collect, use, disclose, and protect your information.

## **INFORMATION WE COLLECT**

We may collect the following categories of personal information:

- Name
- Email address
- Phone number
- Mailing address (if provided)
- Appointment and booking information
- Service history and preferences
- Stylist preferences
- Payment and transaction information
- Communications with us by phone, email, website forms, or SMS
- Marketing preferences and consent records
- Website usage information, including IP address, browser type, device information, and pages visited

## **HOW WE COLLECT INFORMATION**

We collect information when you:

- Visit our website
- Book an appointment online
- Contact us by phone, email, or text message
- Subscribe to marketing communications
- Purchase products or services
- Complete forms on our website
- Participate in surveys, promotions, or contests
- Interact with our social media accounts

## **HOW WE USE YOUR INFORMATION**

We may use your information to:

- Schedule, confirm, modify, or cancel appointments
- Provide salon services and customer support
- Process payments and transactions
- Communicate regarding appointments and services
- Send appointment reminders

- Respond to inquiries and requests
- Improve our website and customer experience
- Send promotional communications when permitted by law and with your consent where required
- Maintain business records
- Comply with legal obligations

## SHARING OF INFORMATION

We do not sell your personal information.

We may share information with:

- Appointment scheduling and booking providers
- Payment processors
- Website hosting providers
- Email and SMS communication providers
- Marketing and analytics service providers
- Professional advisors, auditors, and legal counsel
- Government authorities, when required by law

Service providers may only use information as necessary to perform services on our behalf.

## SMS DATA PROTECTION

No mobile information will be shared with third parties or affiliates for marketing or promotional purposes.

Text messaging originator opt-in data and consent will not be shared with any third parties except service providers necessary to deliver SMS communications.

All categories above exclude text messaging originator opt-in data and consent; this information will not be shared with third parties for marketing purposes.

## COOKIES AND TRACKING TECHNOLOGIES

Our website may use cookies and similar technologies to:

- Improve website functionality
- Analyze website traffic
- Remember user preferences
- Measure marketing effectiveness

You may disable cookies through your browser settings, though some website features may not function properly.

## DATA SECURITY

We implement reasonable administrative, technical, and physical safeguards designed to protect personal information from unauthorized access, disclosure, alteration, or destruction.

However, no method of transmission or storage is completely secure, and we cannot guarantee absolute security.

#### DATA RETENTION

We retain personal information only as long as necessary to:

- Provide services
- Maintain business records
- Comply with legal obligations
- Resolve disputes
- Enforce agreements

#### YOUR PRIVACY RIGHTS

Depending on your state of residence, you may have rights regarding your personal information, including:

- Access
- Correction
- Deletion
- Data portability
- Opt-out of certain data processing activities

To exercise applicable rights, contact us using the information below.

#### THIRD-PARTY WEBSITES

Our website may contain links to third-party websites. We are not responsible for the privacy practices of those websites.

#### CHANGES TO THIS PRIVACY POLICY

We may update this Privacy Policy from time to time. Changes become effective upon posting the updated version on our website.

#### CONTACT INFORMATION

Pure Concept Salon + Spa

Email: [renee@pureconceptsalon.com](mailto:renee@pureconceptsalon.com)

Website: <https://pureconceptsalon.com/>

For questions regarding this Privacy Policy, please contact us using the information above.

### **Pure Concept Salon + Spa SMS Terms & Conditions**

**Pure Concept Salon + Spa SMS Terms & Conditions:**

1. As a subscriber, you will receive automated appointment confirmations, reminders, and exclusive alerts about upcoming salon promotions or last-minute openings. All messages are designed to keep you connected with your stylist and simplify your booking experience.
2. You can cancel the SMS service at any time. Just text "STOP" to the short code. After you send the SMS message "STOP" to us, we will send you an SMS message to confirm that you have been unsubscribed. After this, you will no longer receive SMS messages from us. If you want to join again, just sign up as you did the first time, and we will start sending SMS messages to you again.
3. If you are experiencing issues with the messaging program, you can reply with the keyword HELP for more assistance, or you can get help directly at [renee@pureconceptsalon.com](mailto:renee@pureconceptsalon.com), (513) 794-0202, or (513) 770-2120
4. Carriers are not liable for delayed or undelivered messages.
5. As always, message and data rates may apply for any messages sent to you from us and to us from you. You will receive timely appointment reminders, exclusive service promotions, and priority alerts for last-minute openings. If you have any questions about your text plan or data plan, it is best to contact your wireless provider.
6. If you have any questions regarding privacy, please read our privacy policy.