



Bloom Loft Privacy Policy

Introduction

At Bloom Loft, we are committed to protecting your privacy and ensuring the security of your personal information. This Privacy Policy outlines how we collect, use, and safeguard your data when you visit our studio, use our services, or interact with our online platforms.

Information We Collect

We collect various types of information to provide and improve our services, including:

- **Personal Information:** Name, address, phone number, email address, and other contact details.
- **Payment Information:** Credit card details and billing information for processing transactions.
- **Health Information:** Relevant health and wellness information to customize your yoga and wellness experience.
- **Usage Data:** Information on how you use our website, app, and services, including IP addresses, browser type, and pages visited.

How We Use Your Information

We use your information to:

- Provide and manage our yoga and wellness services.
- Process payments and manage bookings.
- Customize and personalize your experience.
- Communicate with you about our services, updates, and promotions.
- Improve our services and online platforms.
- Ensure the security of our systems and prevent fraud.

Data Security

We implement robust security measures to protect your data from unauthorized access, alteration, disclosure, or destruction. These measures include encryption, secure servers, and regular security audits.

Data Sharing and Disclosure

We respect your privacy and will not sell or share your personal information with third parties for promotional or marketing purposes. However, we may share your information with:



- Service providers and partners who assist us in delivering our services (e.g., payment processors, IT support).
- Legal authorities or regulatory bodies if required by law or to protect our rights and property.

Your Rights and Choices

You have the right to:

- Access, update, or delete your personal information.
- Opt-out of receiving promotional communications.
- Request the restriction of certain data processing activities.
- Lodge a complaint with a data protection authority if you believe your rights have been violated.

Cookies and Tracking Technologies

Our website and app may use cookies and similar tracking technologies to enhance your experience, analyze usage, and provide personalized content. You can manage your cookie preferences through your browser settings.

Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or legal requirements. We will notify you of any significant changes and update the effective date at the top of this policy.

Contact Us

If you have any questions or concerns about this Privacy Policy or our data practices, please contact us at:

(818)208-0071 ~ faye@thebloomloft.com

Thank you for trusting us with your personal information. We are committed to ensuring your privacy and the security of your data.