Privacy Policy

Serio Self Defense | serioselfdefense.com

This Privacy Policy explains how Serio Self Defense ("we," "us," or "our") collects, uses, and protects the personal information of visitors to our website and students and families who engage with our classes and services (the "Site" and "Services"). By using the Site or enrolling in our classes, you agree to the practices described below.

1. Information We Collect

We may collect personal information you provide directly, including your name, phone number, email address, mailing address, and information about your child (such as age) when you fill out a contact form, request a free trial class, or enroll in a program. We may also collect information automatically through standard website analytics, such as browser type, pages visited, and general location.

2. How We Use Your Information

We use the information we collect to respond to inquiries, schedule free trial classes, communicate about class schedules and school announcements, process enrollment, and improve our Site and Services. We do not sell your personal information to third parties.

3. Children's Privacy

Because Serio Self Defense teaches classes for children, we may collect limited information about a minor student (such as first name and age) that a parent or legal guardian provides directly to us. We do not knowingly collect personal information directly from children under 13 through the Site itself. All information regarding a minor student is provided and controlled by that student's parent or legal guardian, who may contact us at any time to review, update, or request deletion of that information.

4. Photos, Videos & Testimonials

From time to time, we may photograph or record classes, events, or belt tests for use on our website, social media, or promotional materials. If you or your child do not wish to be photographed or recorded, please notify us directly in writing, and we will honor that request going forward.

5. Cookies & Tracking Technologies

Our Site may use cookies and similar tracking technologies to understand how visitors use the Site and to improve functionality. You can adjust your browser settings to refuse cookies, though some features of the Site may not function properly as a result.

6. Third-Party Services & Links

Our Site may link to or make use of third-party services, including scheduling and communication tools, hosting providers, and embedded content from services such as Google. Our Site may also link to the World Han Mu Do Association or other affiliated organizations. We are not responsible for the privacy practices of any third-party sites or services, and we encourage you to review their policies directly.

7. Data Sharing & Disclosure

We do not share your personal information with third parties except as necessary to operate our Services (such as with our website hosting or scheduling platform), to comply with the law, or to protect the safety of our students and staff.

8. Data Security

We take reasonable steps to protect your personal information from unauthorized access, use, or disclosure. However, no method of electronic transmission or storage is completely secure, and we cannot guarantee absolute security.

9. Data Retention

We retain personal information for as long as reasonably necessary to fulfill the purposes described in this Privacy Policy, including maintaining enrollment and communication records, unless a longer retention period is required by law.

10. Your Choices

You may opt out of promotional communications at any time by contacting us directly. You may also request to review, correct, or delete personal information we hold about you or your child, subject to any legal or recordkeeping obligations.

11. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated effective date. Continued use of the Site or our Services after changes are posted constitutes your acceptance of the revised policy.

12. Fair Information Practices

Should a data breach occur, we will notify affected users via email within 7 business days of becoming aware of the breach.

13. Your GDPR Rights

If you are located within the European Union, you are entitled to certain rights under the GDPR, including the right to access, correct, or erase your personal information, and the right to withdraw your consent to our processing of your data. To exercise any of these rights, please contact us at info@serioselfdefense.com.

14. Contacting Us

If you have any questions regarding this Privacy Policy, please contact us:

Serio Self Defense

Website: serioselfdefense.com

Email: info@serioselfdefense.com

Location: Waynesville, NC