

Privacy Policy

Effective Date: September 1, 2026

Last Updated: September 1, 2026

1. Introduction

Honey & Chi ("we," "us," or "our") is committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your personal information when you visit our website, use our services, or interact with us.

By using our services, you consent to the practices described in this Privacy Policy.

2. Information We Collect

2.1 Personal Information You Provide

We collect information that you voluntarily provide to us, including:

Registration and Account Information:

- Name
- Email address
- Phone number
- Mailing address

- Username and password
- Date of birth
- Profile information

Application and Enrollment Information:

- Program preferences
- Goals and intentions
- Health and wellness information (as relevant to services)
- Background information for program matching
- Emergency contact information

Payment Information:

- Credit/debit card information
- Billing address
- Payment history
- Transaction details

Communication Information:

- Messages sent through our website or email
- Session notes and coaching records
- Feedback and testimonials
- Survey responses

Program Participation Information:

- Attendance records

- Progress tracking
- Assignments and worksheets
- Group participation

2.2 Information Automatically Collected

Website Analytics and Cookies:

- IP address
- Browser type and version
- Device information
- Operating system
- Pages visited and time spent
- Referring website
- Geographic location (general)
- Cookies and similar tracking technologies

Usage Data:

- How you interact with our website
- Features and content accessed
- Links clicked
- Course progress and completion

2.3 Information from Third Parties

We may receive information from:

- Payment processors

- Social media platforms (if you connect accounts)
- Marketing and analytics providers
- Referral partners (with your consent)

3. How We Use Your Information

We use your personal information for the following purposes:

3.1 Service Delivery

- Provide coaching, education, Reiki, and wellness services
- Process enrollments and registrations
- Schedule and conduct sessions
- Track progress and maintain records
- Communicate about your programs and sessions
- Provide customer support

3.2 Payment Processing

- Process payments and refunds
- Prevent fraud
- Maintain billing records
- Send receipts and invoices

3.3 Communication

- Send service-related notifications
- Respond to inquiries and requests
- Provide program updates

- Send newsletters and marketing communications (with consent)
- Request feedback and testimonials

3.4 Website Improvement

- Analyze website usage and performance
- Improve user experience
- Develop new features and services
- Troubleshoot technical issues

3.5 Marketing and Promotion

- Send promotional materials (with consent)
- Share testimonials and success stories (with permission)
- Conduct market research
- Personalize marketing content

3.6 Legal and Safety

- Comply with legal obligations
- Protect against fraud and abuse
- Enforce our Terms & Conditions
- Protect the safety of participants

4. Email Marketing

4.1 Consent

We will send you marketing emails only if you have:

- Opted in to receive communications
- Enrolled in our programs (service-related emails)
- Provided consent through our website

4.2 Unsubscribe

You may unsubscribe from marketing emails at any time by:

- Clicking the "unsubscribe" link in any email
- Contacting us directly
- Updating your email preferences in your account

Note: You cannot opt out of essential service-related communications.

5. Cookies and Tracking Technologies

5.1 What Are Cookies

Cookies are small text files stored on your device that help us improve your experience and understand how you use our website.

5.2 Types of Cookies We Use

- **Essential Cookies:** Necessary for website functionality
- **Analytics Cookies:** Help us understand website usage
- **Marketing Cookies:** Used to deliver relevant advertisements
- **Preference Cookies:** Remember your settings and preferences

5.3 Managing Cookies

You can control cookies through your browser settings. Note that disabling cookies may affect website functionality.

6. How We Share Your Information

We do not sell your personal information. We may share your information in the following circumstances:

6.1 Service Providers

We share information with trusted third-party service providers who assist us in:

- Website hosting and maintenance
- Payment processing
- Email marketing platforms
- Video conferencing (e.g., Zoom)
- Customer relationship management
- Analytics and data analysis

These providers are contractually obligated to protect your information and use it only for specified purposes.

6.2 Legal Requirements

We may disclose information when required by law or to:

- Comply with legal processes
- Respond to government requests
- Protect our rights and property
- Prevent fraud or illegal activity
- Protect the safety of individuals

6.3 Business Transfers

In the event of a merger, acquisition, or sale of assets, your information may be transferred to the new entity.

6.4 With Your Consent

We may share information with your explicit permission for:

- Testimonials and case studies
- Referrals to other practitioners
- Collaborative care (with other providers)

7. Data Storage and Security

7.1 Security Measures

We implement appropriate technical and organizational measures to protect your information, including:

- Encryption of sensitive data
- Secure socket layer (SSL) technology

- Regular security assessments
- Access controls and authentication
- Employee training on data protection

7.2 Data Storage

Your information is stored on secure servers located in [specify location/region]. We use reputable hosting providers with strong security practices.

7.3 Limitations

While we strive to protect your information, no method of transmission or storage is 100% secure. We cannot guarantee absolute security.

8. Data Retention

We retain your personal information for as long as necessary to:

- Provide services to you
- Comply with legal obligations
- Resolve disputes
- Enforce our agreements

Specific Retention Periods:

- Account information: Duration of relationship plus 7 years
- Payment records: 7 years for tax and accounting purposes
- Session notes: 7 years or as required by professional standards

- Marketing data: Until you unsubscribe or request deletion
- Website analytics: 26 months

After retention periods expire, we will securely delete or anonymize your information.

9. Your Rights and Choices

Depending on your location, you may have the following rights:

9.1 Access

Request access to the personal information we hold about you.

9.2 Correction

Request correction of inaccurate or incomplete information.

9.3 Deletion

Request deletion of your personal information (subject to legal obligations).

9.4 Portability

Request a copy of your information in a portable format.

9.5 Opt-Out

Opt out of marketing communications or certain data processing activities.

9.6 Restriction

Request restriction of processing in certain circumstances.

9.7 Objection

Object to processing based on legitimate interests.

To exercise your rights, please contact us at [your email].

10. Children's Privacy

Our services are not intended for individuals under 18 years of age. We do not knowingly collect personal information from children. If we become aware that we have collected information from a child, we will take steps to delete it promptly.

If you believe we have collected information from a child, please contact us immediately.

11. International Data Transfers

If you are located outside [your country], please note that your information may be transferred to and processed in [your country] where our servers are located. By using our services, you consent to this transfer.

We take appropriate measures to ensure your information receives adequate protection in accordance with applicable data protection laws.

12. Third-Party Links

Our website may contain links to third-party websites and services. This Privacy Policy does not apply to those external sites. We encourage you to review the privacy policies of any third-party sites you visit.

13. California Privacy Rights

If you are a California resident, you have additional rights under the California Consumer Privacy Act (CCPA):

- Right to know what personal information is collected
- Right to know if personal information is sold or disclosed
- Right to opt-out of the sale of personal information
- Right to deletion
- Right to non-discrimination

We do not sell personal information.

To exercise your California privacy rights, contact us at [your email].

14. European Privacy Rights

If you are located in the European Economic Area (EEA), you have rights under the General Data Protection Regulation (GDPR):

- Right to access, correction, and deletion
- Right to data portability
- Right to restrict or object to processing
- Right to withdraw consent
- Right to lodge a complaint with a supervisory authority

Legal Basis for Processing:

- Contract performance
- Consent
- Legitimate interests
- Legal obligations

15. Updates to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or legal requirements. Updates will be posted on this page with a new "Last Updated" date.

Material changes will be communicated via:

- Email notification
- Prominent website notice
- In-app notification (if applicable)

Your continued use of our services after changes are posted constitutes acceptance of the updated policy.

16. Contact Us

If you have questions, concerns, or requests regarding this Privacy Policy or our data practices, please contact us:

Honey & Chi

Email: [your email]

Phone: [your phone]

Address: [your mailing address]

Website: [your website]

Data Protection Officer (if applicable):

[Name and contact information]

Last Updated: September 7, 2026

Thank you for trusting Honey & Chi with your personal information. We are committed to protecting your privacy and providing transparent information about our data practices.