

Privacy Policy (HSEPM / Executive Portraits by Melvin)

Effective Date: 01/01/2026

This Privacy Policy outlines how HSEPM (“Executive Portraits by Melvin,” “we,” “us,” or “our”) collects, uses, discloses, and safeguards your personal information when you visit our website, request information, book services, or interact with us.

1) Who We Are

Business Name: HSEPM – Executive Portraits by Melvin

Service Area: Greater Boston & MetroWest

Contact: melvin@hsepm.com | 617-942-3432

2) Information We Collect

We may collect the following categories of information:

A. Information you provide

- **Name, email address, phone number**
- **Company name, job title, industry**
- **Appointment details and preferences**
- **Information you provide through forms, messages, or questionnaires**
- **We use third-party payment processors and do not retain your full card number.**

B. Information collected automatically

- **IP address, device type, browser type**
- **Pages viewed, referral sources, and general website analytics**
- **Cookies and similar technologies (see Section 6)**

C. Photos and content

- **Photographs created during sessions**
- **Image selections and retouching requests**
- **Communications related to your session**

3) How We Use Information

We use personal information to:

- **Provide services and fulfill bookings.**
- **We communicate with you about scheduling, preparation, delivery, and customer service.**
- **Process payments and send receipts/invoices**
- **Improve our website and services.**
- **Send service-related notices (e.g., confirmations, reminders)**
- **Send marketing communications where permitted; you may opt out at any time.**

4) How We Share Information

We do not sell your personal information.

We may share information with:

- **Scheduling and CRM providers (such as Setmore or Fully Book Engine) to manage appointments and client communications**
- **Payment processors (e.g., Stripe/PayPal or similar) to process transactions**
- **Email and text message services to send confirmations and reminders**
- **Hosting and analytics providers that support website performance and security**
- **We share information only when required by law or to protect safety and rights.**

5) Retention

We retain information as needed to:

- **Provide services and maintain business records.**
- **Comply with tax/accounting obligations.**
- **Resolve disputes and enforce agreements.**

We may archive photo files according to our workflow and storage practices. If you have concerns about retention, please contact us.

6) Cookies and Analytics

We use cookies to understand website traffic and improve the site. You can adjust cookie settings in your browser, but some features may not function if cookies are disabled.

7) Your Choices

- To opt out of marketing emails, use the unsubscribe link or contact us by email or phone. We process requests promptly.
- To update your information, please contact us to correct any inaccuracies.
- You may request to view or delete your personal information, subject to legal and business requirements.

8) Children's Privacy

Our services are intended for adults. We do not knowingly collect personal information from children under 13.

9) Security

We take reasonable steps to protect your information, but no method is completely secure. We cannot guarantee absolute security.

10) Massachusetts and U.S. Privacy Rights

Depending on your state, you may be able to see, change, or delete your information. We respond to valid requests as required by law.

11) International Visitors

If you access our site from outside the United States, your information may be transferred to the U.S., where privacy rules may differ.

12) Changes to This Policy

We may update this policy periodically. The Effective Date will indicate the latest version.

13) Contact

Questions or requests:

Email: melvin@hsepm.com

Phone: 617-942-3432