

## PRIVACY POLICY

Last Updated: January 1, 2026

This Privacy Policy describes how we collect, use, disclose, and protect personal information obtained through our website and related services.

**INFORMATION WE COLLECT** We collect personal information you voluntarily provide, including name, email address, phone number, booking details, SMS consent data, and payment-related information. We also automatically collect device, browser, IP address, analytics, and usage data.

**HOW WE USE INFORMATION** Information is used to provide services, manage bookings, send email and SMS confirmations and reminders, process payments, communicate with clients, improve website performance, comply with legal obligations, and protect business operations.

**COOKIES AND TRACKING** We use cookies, pixels, analytics tools, and similar technologies for performance monitoring, marketing insights, and user experience optimization. Users may control cookies through browser settings.

**THIRD-PARTY SERVICES** We use third-party providers for booking systems, payment processing, SMS delivery, email communications, analytics, and embedded content. These providers process data on our behalf under contractual obligations.

**INTERNATIONAL DATA TRANSFERS** Your information may be transferred to and processed in countries outside your residence. We implement reasonable safeguards to protect such transfers.

**DATA RETENTION** Personal information is retained only as long as necessary for business and legal purposes, after which it is securely deleted or anonymized.

**CALIFORNIA PRIVACY RIGHTS** California residents have rights under the CCPA and CPRA, including access, deletion, correction, and limitation of sensitive personal information use. Requests may be submitted via email.

**GLOBAL PRIVACY RIGHTS** Depending on your jurisdiction, you may have additional rights regarding your personal data. We honor applicable legal requirements.

**SECURITY** We implement reasonable technical and organizational safeguards to protect personal information.

**POLICY UPDATES** We may update this policy periodically. Changes will be reflected by an updated revision date.

**CONTACT** Questions regarding this Privacy Policy may be directed to: [johngvbriel.com](mailto:johngvbriel.com)