

PRIVACY POLICY

ARIA – A Shampoo And Takedown Bar

Effective Date: August 6, 2026

Location: Killeen, Texas

At **ARIA – A Shampoo And Takedown Bar**, your privacy matters to us. We want you to feel comfortable and confident when visiting our website, booking an appointment, communicating with us, or receiving services at our location.

This Privacy Policy explains how **ARIA – A Shampoo And Takedown Bar** (“ARIA,” “we,” “us,” or “our”) may collect, use, protect, and share your personal information.

By using our website, booking an appointment, communicating with us, or otherwise providing information to ARIA, you acknowledge the practices described in this Privacy Policy.

1. Information We May Collect

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

- Your name
- Phone number
- Email address
- Appointment and scheduling information
- Services requested or received
- Hair and service preferences
- Information you provide through forms, messages, consultations, or appointment requests
- Payment and transaction information
- Reviews, feedback, photographs, or other content you voluntarily provide
- Marketing and communication preferences

If you book or pay through a third-party scheduling or payment platform, that provider may collect and process certain information according to its own privacy policy.

Website Information

When you visit our website, certain information may be collected automatically, such as your:

- IP address
- Browser type
- Device type
- Pages visited
- Approximate location

- Date and time of your visit
- Website interactions

This information may be collected through cookies, analytics tools, pixels, or similar technologies.

2. How We Use Your Information

ARIA may use personal information to:

- Schedule, confirm, modify, and manage appointments
- Provide shampoo, takedown, hair-care, and related services
- Communicate with you about appointments or services
- Process payments and transactions
- Respond to questions, inquiries, reviews, or customer-service requests
- Send appointment reminders
- Send promotional messages, special offers, or business updates when permitted
- Improve our services and customer experience
- Maintain and improve our website
- Prevent fraud, misuse, or security incidents
- Maintain appropriate business and transaction records
- Comply with legal, regulatory, tax, or other lawful requirements

We do not use your personal information for purposes that are materially different from those described in this Privacy Policy without providing appropriate notice when required.

3. Appointment Information

When you schedule an appointment with **ARIA – A Shampoo And Takedown Bar**, we may collect information necessary to provide your requested services.

Appointment information may be stored through our scheduling system or other service providers that assist us with managing appointments, communications, payments, and customer relationships.

Please avoid submitting highly sensitive information through appointment notes, text messages, website forms, or other communications unless it is reasonably necessary for your service.

4. Payment Information

When you make a purchase or pay for a service, your payment may be processed through a third-party payment processor.

ARIA generally does not need to directly store your complete debit or credit card number when payments are handled by an outside payment processor. Payment providers maintain their own privacy and security practices.

We may retain transaction records, such as the amount paid, service purchased, transaction date, refunds, or other information necessary for accounting and business purposes.

5. Text Messages and Email Communications

If you provide your phone number or email address, we may use it to communicate with you regarding:

- Appointment confirmations
- Appointment reminders
- Scheduling changes
- Customer-service matters
- Information related to services you requested
- Promotions, specials, or marketing communications where permitted

You may unsubscribe from promotional emails by using the unsubscribe option provided in the message, when available.

You may opt out of promotional text messages by replying **STOP** or following the opt-out instructions provided in the message.

Opting out of promotional communications may not prevent us from sending necessary non-promotional communications regarding an existing appointment, transaction, or customer-service matter.

Message and data rates may apply to text communications depending on your wireless carrier and plan.

6. Cookies and Website Technologies

Our website may use cookies and similar technologies to help the website function, understand how visitors use the site, improve performance, and support advertising or marketing activities.

Your browser may allow you to block or delete cookies. Disabling certain cookies may affect how some portions of the website operate.

Third-party services used on our website may also use cookies or similar technologies according to their own privacy policies.

7. How We May Share Information

We may share personal information with trusted service providers when reasonably necessary to operate our business, including providers that assist with:

- Appointment scheduling
- Payment processing
- Website hosting
- Email or text communications
- Customer management
- Analytics
- Advertising and marketing
- Accounting or professional services
- Information technology and security

These providers may receive information necessary to perform services on our behalf.

We may also disclose information when reasonably necessary to comply with applicable law, respond to lawful legal requests, protect our rights or property, investigate suspected fraud or misconduct, or protect the safety of ARIA, our customers, or others.

If ARIA undergoes a sale, merger, restructuring, financing, acquisition, or transfer of some or all of its business or assets, personal information may be transferred as part of that transaction where permitted by law.

ARIA does not sell your personal information for money.

8. Photographs, Videos, and Social Media

From time to time, ARIA may photograph or record hairstyles, services, events, or other content for our portfolio, website, social-media pages, or promotional materials.

When appropriate, we will seek permission before using identifiable photographs or videos of customers for promotional purposes.

Information you voluntarily post publicly on social media, reviews, comments, tags, or other public platforms may be visible to others and is subject to the privacy practices of the applicable platform.

9. Data Security

We take reasonable administrative, technical, and physical measures designed to protect personal information under our control.

However, no website, electronic communication, database, or storage system can be guaranteed to be completely secure. Therefore, we cannot guarantee the absolute security of information transmitted electronically or stored by us or our service providers.

10. Data Retention

We may retain personal information for as long as reasonably necessary to:

- Provide services
- Maintain customer and appointment records
- Complete transactions
- Resolve disputes
- Maintain appropriate accounting and tax records
- Enforce agreements
- Meet legal or regulatory requirements
- Protect our legitimate business interests

When information is no longer reasonably necessary, we may delete, anonymize, or securely dispose of it, subject to applicable law.

11. Texas Privacy Rights

ARIA operates in Texas and respects privacy rights available to Texas residents under applicable law, including the **Texas Data Privacy and Security Act (TDPSA)** when that law applies to our business and the particular processing activity.

Depending on applicable law and any available exemptions, Texas consumers may have rights regarding their personal data, which can include the right to:

- Confirm whether personal data is being processed
- Access certain personal data
- Correct inaccuracies in personal data
- Request deletion of certain personal data
- Obtain a copy of certain personal data in a portable format
- Opt out of certain targeted advertising, sale of personal data, or qualifying profiling activities

Certain information, businesses, or processing activities may be exempt from some or all requirements of applicable privacy laws.

To submit a privacy request, please contact us using the information provided at the bottom of this Privacy Policy.

We may need to verify your identity before completing a request. If we deny an applicable privacy request, you may contact us to appeal that decision.

We will respond to verified privacy requests within the time required by applicable law.

12. Sensitive Personal Information

We do not intentionally request sensitive personal information unless it is reasonably necessary for a legitimate business or service-related purpose.

Where applicable law requires consent before processing certain sensitive personal data, we will obtain the required consent.

Please do not provide Social Security numbers, financial account passwords, medical records, or other highly sensitive information through ordinary website forms, appointment notes, social-media messages, or text messages.

13. Children's Privacy

ARIA's website and services are not designed to collect personal information online directly from children under 13 without appropriate involvement or authorization from a parent or legal guardian.

If we learn that we have collected personal information from a child in a manner inconsistent with applicable law, we will take reasonable steps to delete or otherwise appropriately handle that information.

14. Third-Party Websites and Services

Our website or communications may contain links to third-party websites, social-media platforms, scheduling systems, payment providers, or other services.

ARIA does not control the privacy practices of third parties. We encourage you to review the privacy policies of any third-party services you use.

15. Changes to This Privacy Policy

We may update this Privacy Policy periodically to reflect changes in our business practices, technology, services, or applicable laws.

When we make changes, we may update the effective date shown at the top of this Privacy Policy. Material changes may also be communicated through our website or other appropriate means when required.

We encourage you to review this Privacy Policy periodically.

16. Contact Us

If you have questions about this Privacy Policy, how we handle your information, or would like to submit a privacy-related request, please contact:

ARIA – A Shampoo And Takedown Bar

Killeen, Texas

Phone: (254) 312-1100

Email: [Insert Business Email Address]

Website: [Insert Website Address]

We appreciate the trust you place in **ARIA – A Shampoo And Takedown Bar** and are committed to treating your personal information responsibly.

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Killeen, Texas

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Email: admin@theariabar.com

Website: www.theariabar.com

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