

Studio Way Company LLC Privacy Policy

Effective Date: October 9, 2025

Studio Way Company LLC

14 Park Circle, Atlanta, GA 30305

 **hello@bookstudioway.com**

1. Overview

Studio Way Company LLC (“Studio Way,” “we,” “us,” or “our”) respects your privacy. This Privacy Policy explains how we collect, use, and protect the personal information you provide when you visit our website, book a session, or interact with our services.

By using our website or booking a session, you agree to the terms of this Privacy Policy and our Terms and Conditions.

2. Information We Collect

We collect information in three main ways:

a. Information You Provide

- Name, email address, birthday, and phone number when booking a session or contacting us.
- Payment information (processed securely by third-party providers such as **Square** or **Stripe** — we do not store full card numbers).
- Names and ages of family members participating in sessions (for scheduling and customization).
- Consent preferences (for marketing or photo release).

b. Automatically Collected Information

- IP address, browser type, and usage data when you visit our website.
- Cookies and analytics tools (like **Google Analytics**) to understand traffic patterns and improve performance.

c. Information from Third Parties

- If you book or pay through a third-party platform, we may receive booking details or confirmation data from that service.

3. Cookies and Tracking Technologies

Our website uses cookies and similar tracking technologies to analyze traffic, enhance functionality, and improve performance.

You can control or disable cookies in your browser settings, though some features of our website may not function properly without them.

4. How We Use Your Information

We use your information to:

- Process and confirm your booking.
- Communicate about your session (reminders, delivery of photos, follow-ups).
- Send digital galleries and updates related to your photos.
- Improve our services, website functionality, and customer experience.
- Send occasional marketing emails or promotions (only if you opt in).

We **never sell or rent** your personal information.

5. How We Share Information

We share information only as necessary to operate our business:

- **Service Providers:** Trusted third parties who help us deliver our services, including:
 - **Square** (bookings and in-person payments)
 - **Stripe** (online payments)
 - **Pixieset** (photo gallery hosting and delivery)
 - **Webflow / Studio Six** (website hosting)
 - **Email and marketing tools** (for communication and updates)

These providers are required to protect your data and use it only for business purposes.

We may update or change our service providers over time as our business grows, but any new vendors will be carefully selected and required to maintain the same level of data protection and confidentiality described in this Privacy Policy.

- **Legal Requirements:** If required by law or to protect our rights, safety, or property.

- **Business Transfers:** In the event of a sale or merger of Studio Way, client information may transfer as a business asset.

6. Data Security

We use reasonable administrative, technical, and physical safeguards to protect your personal information.

While no system is completely secure, we take all practical steps to ensure your data remains safe and only accessible to authorized personnel.

7. Your Choices

- You can opt out of marketing emails anytime by clicking “unsubscribe.”
- You may request access, correction, or deletion of your personal data by emailing **hello@bookstudioway.com**.
- Cookies can be disabled in your browser settings, though this may affect site functionality.

8. Children’s Privacy

We only collect information about minors from parents or legal guardians booking sessions. We do not knowingly collect or store data directly from children under **13 years of age**.

9. Photo Use & Consent

Images captured during sessions remain the intellectual property of **Studio Way** unless otherwise agreed in writing.

We will only use your photos for marketing or promotional purposes if you provide **explicit consent** (for example, by signing our model release and/or checking a consent box during booking).

10. Data Retention

We retain your personal information **only as long as necessary** to provide services, comply with legal obligations, or maintain business records — typically **up to five (5) years** from your last session or purchase.

11. Changes to This Policy

We may update this Privacy Policy occasionally. Any updates will appear on this page with a revised “Effective Date.”

Continued use of our site after updates constitutes acceptance of the revised policy.

12. Contact Us

For questions, requests, or privacy concerns, please contact:

Studio Way Company LLC

 14 Park Circle, Atlanta, GA 30305

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 www.bookstudioway.com