

## **Privacy Policy**

Last updated: November 10, 2025

### **Introduction**

Costa Yoga (“we,” “us,” or “our”) respects your privacy and is committed to protecting your personal information. This Privacy Policy explains how we collect, use, disclose, retain, and protect personal information when you interact with our studio, website, mobile app, booking system, events, or other services (collectively, “Services”). This policy applies to individuals who visit or register with Costa Yoga in Oviedo, Florida.

### **Summary of this Privacy Policy**

We collect the personal information needed to provide classes, process payments, manage bookings and memberships, and communicate with you. Costa Yoga does not sell your personal data. You can access, correct, or request deletion of your data; submit privacy requests by contacting us at the phone and postal address provided below. The full policy below describes the categories of data we collect, how we use it, who we share it with, and your privacy rights.

### **Information We Collect**

We may collect the following categories of personal information:

- Identifiers: name, email, phone number, postal address, account username.
- Contact & account data: account credentials (securely hashed passwords), booking history, membership status, class credits.
- Payment & billing: payment card details, billing address, transaction records (processed through third-party payment processors). Costa Yoga does not store full card numbers or CVV codes.
- Health & wellness information: voluntary disclosures such as injuries, medical conditions, pregnancy, or other information you provide to help us ensure a safe class experience.
- Communications: customer service messages, support requests, feedback, and other correspondence.
- Device & usage data: IP address, browser type, device identifiers, pages visited, app usage, analytics data, and cookies.
- Location & attendance: class attendance, studio check-ins, and location data if you enable location services.
- Photos & media: images or video you upload or that include you (used for promotional purposes).
- Sensitive data: sensitive health only if you voluntarily provide it; we treat such data as sensitive and handle it in accordance with applicable laws.

### **How We Collect Information**

We collect information in several ways:

- Directly from you when you register, sign up, purchase services, complete forms, communicate with us, or provide health information or media.
- Automatically through cookies and tracking technologies when you use our website or app.

- From service providers and partners (e.g., payment processors, email providers, analytics vendors).
- From third parties you authorize (e.g., referral services) or publicly available sources.

### **Uses of Personal Information**

We use personal information for the following purposes:

- To provide and manage classes, memberships, workshops, private sessions, and purchases.
- To process payments, refunds, and billing.
- To send booking confirmations, reminders, updates, and responses to inquiries.
- To maintain safety and provide reasonable accommodations based on health information you provide.
- To analyze and improve our Services, personalize communications, and provide recommendations.
- To send marketing communications if you opt in, and to honor your opt-out preferences.
- To prevent fraud, enforce our terms, and protect the safety and rights of Costa Yoga, our staff, and clients.
- To comply with legal obligations and cooperate with law enforcement or regulators when required.

### **Sharing & Disclosure**

We do not sell personal information. We may disclose personal information to:

- Service providers who perform functions on our behalf (e.g., booking platforms, payment processors, email/SMS services, analytics vendors).
- Contractors and vendors assisting with studio operations (e.g., IT, marketing, and legal advisors).
- Successors or buyers in connection with a sale, merger, or reorganization (with appropriate protections).
- Governmental authorities, law enforcement, or regulators where required by law or to protect legal rights, safety, or property.
- Other parties with your consent or as otherwise disclosed at the time of collection.

We share only the minimum data necessary for vendors to perform their services and require contractual protections to safeguard your information.

### **Third-Party Sites & Links**

Our Services may link to third-party websites or services. We are not responsible for the content or privacy practices of those third parties. Please review their privacy notices before providing personal information.

### **Cookies & Tracking Technologies**

We use cookies, web beacons, pixels, and similar technologies to operate and improve our site and app, provide analytics, remember preferences, and support advertising where applicable. You may control cookie settings through your browser or app, but disabling certain cookies may limit functionality.

## **Marketing & Communications**

We will only send marketing communications (email, SMS, push notifications) if you opt in where required by law. Each marketing message includes clear instructions to opt out or unsubscribe. We maintain records of your contact preferences.

## **Your Privacy Rights**

Subject to applicable law, you may have rights to:

- Access and receive a copy of personal information we hold about you.
- Correct inaccurate or incomplete personal information.
- Request deletion of your personal information, subject to legal and contractual retention obligations.
- Object to or restrict certain processing activities.
- Withdraw consent where processing is based on consent.
- Opt out of targeted advertising and certain sharing/selling, where applicable.

To exercise these rights, contact us using the details below. We will verify requests as necessary before responding and will respond within applicable statutory timeframes.

## **Data Retention**

We retain personal information only as long as necessary to fulfill the purposes described in this policy and to comply with legal obligations. As a baseline, Costa Yoga retains most customer records, transaction records, membership and booking histories, waivers, and incident reports for seven (7) years from the date of last activity, unless a different retention period is required by law or justified by business need. CCTV footage and temporary security recordings are typically retained for a shorter, documented period (commonly 30 days) unless required for an ongoing investigation.

## **Security**

We implement industry-standard administrative, technical, and physical safeguards to protect personal information. No security measure is absolute; we cannot guarantee complete security. In the event of a data breach affecting personal information, we will follow applicable notification laws and provide required notices.

## **Children**

Our Services are not directed to children under 18. We do not knowingly collect personal information from children under 18. If we learn that we have collected information from a child under 18 without parental consent, we will take steps to delete the information.

## **Sensitive Health Data & Consumer Health Data**

If you provide sensitive health information (for example, in registration forms or wellness intake), we will use this information only to provide, manage, and improve services you request and as otherwise permitted by law. We limit access to such data to staff who need it to provide services and apply enhanced safeguards.

## **Transfers**

Your personal information may be processed or stored in the United States. By using our Services, you consent to the transfer of information to the U.S. and to processing in accordance with this policy.

**Changes to this Privacy Policy**

We may update this Privacy Policy to reflect changes in our practices, legal requirements, or services. Material changes will be posted with an updated "Last updated" date and, where appropriate, notified to you.

**Contact & How to Exercise Your Rights**

To ask questions, exercise privacy rights, or submit a request, contact:

Phone: 321-444-1047

Email: [hello@costayogastudio.com](mailto:hello@costayogastudio.com)

Address: 1976 Alafaya Trail #1220, Oviedo, FL 32765

When you submit a request, we may need to verify your identity before processing it. We will not discriminate against you for exercising your privacy rights.

**Additional Notices & Disclosures**

No Selling of Personal Data: Costa Yoga does not sell your personal information.

Loyalty Programs: If we offer loyalty rewards that relate to your data, we will disclose material terms and obtain any required consent.

Legal Compliance: We will disclose personal information where necessary to comply with laws, respond to legal process, or protect safety and property.