

Privacy Policy

Effective Date: Sep 25, 2025

Last Updated: Sep 25, 2025

Brace Life Studio (“we,” “our,” “us”) values your privacy. This Privacy Policy explains how we collect, use, and protect your personal information when you use our website and services at <https://bracelifestudios.com> (the “Platform”).

1. Information We Collect

We may collect the following types of information:

- **Personal Information:** Name, email address, phone number, billing information, and other details you provide when creating an account or booking services.
- **Trainer Information:** Professional details, certifications, availability, and payment preferences.
- **Usage Information:** Device details, browser type, IP address, and activity on the Platform.
- **Payment Information:** Processed securely through third-party payment processors. We do not store your complete payment details.
- **SMS Information:** Mobile phone numbers provided for receiving SMS communications.

2. How We Use Your Information

We use your information to:

- Connect clients with trainers.
- Process bookings and payments.
- Communicate with you regarding your account, services, or updates.
- Send **SMS notifications** (see Section 7 below).
- Improve and personalize our Platform.

- Ensure compliance with legal obligations.

3. Sharing of Information

We may share your information with:

- **Trainers and Clients** (to facilitate services).
- **Service Providers** (such as payment processors, hosting providers, SMS delivery services, and analytics tools).
- **Legal Authorities** when required by law or to protect rights and safety.

We never sell your personal data.

4. Data Security

We implement reasonable security measures to protect your information. However, no method of transmission over the Internet is 100% secure, and we cannot guarantee absolute security.

5. Your Rights

Depending on your location, you may have the right to:

- Access, update, or delete your personal information.
- Opt-out of marketing communications.
- Request data portability.
To exercise these rights, contact us at: info@bracelifestudios.com.

6. Cookies & Tracking

We use cookies and similar technologies to improve user experience, analyze traffic, and personalize content. You can manage cookie preferences through your browser settings.

7. SMS Communications

By providing your mobile number, you consent to receive SMS messages from Brace Life Studio, including:

- Account verification, booking confirmations, and reminders.
- Updates related to your account or services.
- Promotional or marketing offers (only with your consent).

You may opt out of promotional SMS messages at any time by replying “STOP” or contacting us at **info@bracelifestudios.com**. Standard message and data rates may apply.

8. Third-Party Links

Our Platform may contain links to third-party websites. We are not responsible for their privacy practices.

9. Contact Us

Brace Life Studio
132 Mulberry St, New York, NY 10013
Email: **info@bracelifestudios.com**