

Privacy Policy

Effective Date: Wednesday December 18th, 2024

Sunnyvale Martial Arts Academy (“we,” “our,” “us”) respects your privacy and is committed to protecting your personal information. This Privacy Policy explains how we collect, use, and safeguard your information, including when you engage with us via our texting services.

1. Information We Collect

We collect personal information that you provide to us, such as:

- Your name
- Phone number
- Email address
- Preferences and responses related to our programs

We may also collect technical information, such as your interaction with our text messages (e.g., open rates, response rates), which helps us improve our communication.

2. How We Use Your Information

We use your information to:

- Provide reminders, updates, and important information about our programs and services.
- Respond to your inquiries or requests.
- Send special announcements or event notifications (if applicable).

3. Text Messaging Terms

By opting into our texting services, you consent to receive messages regarding our programs.

- Message frequency may vary based on your engagement with our services.
- Message and data rates may apply according to your mobile carrier.
- You may text HELP for support or STOP at any time to unsubscribe.

4. Data Sharing and Disclosure

We do not sell, rent, or share your personal information, including your phone number, with third parties for marketing or promotional purposes.

We may share your information with service providers who help us operate our texting services, but only to the extent necessary and with strict confidentiality agreements in place.

5. Data Retention

We retain your information only for as long as necessary to provide you with our services or to comply with legal obligations. Once no longer needed, your information will be securely deleted.

6. Your Rights

Under the California Consumer Privacy Act (CCPA) and related regulations, you have the following rights:

- **Right to Access:** Request details about the personal information we collect and how we use it.
- **Right to Deletion:** Request that we delete your personal information, subject to legal or operational requirements.
- **Right to Opt-Out:** Unsubscribe from text messaging services at any time by texting STOP.

7. Security Measures

We implement industry-standard measures to protect your personal information from unauthorized access, disclosure, alteration, or destruction.

8. Third-Party Links

Our website or text messages may contain links to third-party websites. We are not responsible for the privacy practices of these websites, and we encourage you to read their privacy policies.

9. Updates to This Privacy Policy

We may update this Privacy Policy periodically to reflect changes in our practices or legal requirements. Updates will be posted on our website with the effective date.

10. Contact Information

If you have questions or concerns about this Privacy Policy or your personal information, please contact us:

Sunnyvale Martial Arts Academy

1350 S Mary Avenue Sunnyvale CA 94087

408-773-8095

frontdesk@sunnyvalemaa.com

By interacting with our texting services, you acknowledge that you have read and understood this Privacy Policy and agree to its terms.