

Privacy Policy

Last Updated: 10-27-2025

This Privacy Policy explains how Emerald Studio for Permanent Makeup LLC, DBA Emerald & Co. Face and Body (“we,” “us,” or “our”) collects, uses, and protects your personal information when you visit our website, book appointments, or purchase our services and products.

We value your privacy and are committed to safeguarding your personal information with care and respect.

1. Information We Collect

We may collect personal information from you in several ways, including when you:

- Book an appointment or purchase a product
- Fill out a contact form or sign up for our mailing list
- Communicate with us by email, phone, or social media
- Participate in promotions, giveaways, or events

The types of personal information we may collect include:

- Contact information: name, phone number, email address, mailing address
- Booking details: appointment dates, service preferences, and payment information
- Health-related information: relevant skin, medical, or allergy details voluntarily provided to ensure your safety during services
- Technical data: website usage information such as browser type, IP address, and pages visited (collected automatically for analytics purposes)

2. How We Use Your Information

We use the information you provide to:

- Schedule and manage your appointments or purchases
- Communicate updates, confirmations, and reminders
- Process payments and manage billing
- Provide safe, customized treatments based on your needs
- Send optional marketing emails, promotions, or updates (you may unsubscribe anytime)
- Improve our website, services, and customer experience

We only use your personal information for the purposes it was collected and will not sell or rent it to third parties.

3. Sharing Your Information

We do not share your personal information with unrelated third parties, except in the following cases:

- Service providers: We may share necessary data with trusted partners (such as payment processors or booking platforms) who assist us in operating our business.
- Legal compliance: We may disclose information if required by law, regulation, or court order.

All third-party providers we work with are required to keep your information secure and use it only for the purpose of providing their specific service.

4. Data Security

We take reasonable precautions to protect your personal information.

Your data is stored securely, and access is limited to authorized staff.

However, please note that no online system is 100% secure, and we cannot guarantee absolute security of information transmitted electronically.

5. Data Retention

We retain your information only as long as necessary to provide services, comply with legal obligations, resolve disputes, or enforce agreements.

6. Your Rights

You have the right to:

- Access or request a copy of the personal information we hold about you
- Request correction of inaccurate or outdated information
- Withdraw consent to receive marketing communications at any time

To exercise these rights, please contact us using the information below.

7. Cookies and Tracking

Our website may use cookies or similar technologies to enhance your browsing experience and analyze website traffic. You can disable cookies in your browser settings if you prefer not to share this data.

8. Links to Other Websites

Our website may contain links to third-party sites (such as booking platforms or social media). We are not responsible for the privacy practices or content of those external websites.

9. Updates to This Policy

We may update this Privacy Policy from time to time. The most recent version will always be available on our website with the updated date shown at the top.

10. Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy, please contact us at:

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