

# Privacy Policy

## Good Karma Yoga Studio

Effective Date: May 1st, 2026

Good Karma Yoga Studio (“we,” “our,” or “us”) respects your privacy and is committed to protecting your personal information. This Privacy Policy explains how we collect, use, disclose, and safeguard your information, including your rights under the **California Consumer Privacy Act (CCPA)** and the **California Privacy Rights Act (CPRA)**.

## 1. Information We Collect

We collect information you provide directly and information collected automatically through your use of our website and services.

### Personal Information

- Name, email address, phone number, mailing address
- Account login information (if applicable)
- Payment details (e.g., credit card information)
- Communications, feedback, reviews, and personal profile information

### Automatically Collected Information

- IP address
- Device and browser information
- Page response times, session length, and navigation paths
- Interaction data and browsing behavior
- Purchase and booking history

We collect this information when you make a purchase, book services, create an account, or interact with our website.

## 2. How We Use Your Information

We use your information to:

- Provide, operate, and improve our services
- Process transactions and manage bookings

- Provide customer support
- Send service-related communications and updates
- Send promotional and marketing messages (you may opt out at any time)
- Analyze usage and improve performance
- Comply with legal obligations

### **3. How We Store Your Information**

Our website is hosted on Wix.com. Your data may be stored through Wix's secure servers, databases, and applications protected by a firewall.

Payment processing is handled through providers compliant with PCI-DSS, ensuring secure handling of credit card information.

### **4. How We Share Information**

We do **not** sell your personal information.

We may share your information with:

- Service providers (e.g., website hosting, payment processing)
- Legal or regulatory authorities if required by law
- Business partners strictly for service operation and improvement

We do not use or disclose sensitive personal information beyond what is necessary to provide services.

### **5. Your California Privacy Rights**

If you are a California resident, you have the following rights:

#### **Right to Know**

You may request details about:

- Categories of personal information collected
- Sources of collection
- Purpose for collecting or sharing
- Categories of third parties we share information with

#### **Right to Access**

You may request a copy of the personal information we hold about you.

## **Right to Delete**

You may request deletion of your personal information, subject to legal exceptions.

## **Right to Correct**

You may request correction of inaccurate personal information.

## **Right to Opt-Out of Sale or Sharing**

We do not sell or share personal information as defined under CCPA/CPRA.

## **Right to Limit Use of Sensitive Information**

We only use sensitive information as necessary to provide services and do not use it for additional purposes.

## **Right to Non-Discrimination**

We will not discriminate against you for exercising your privacy rights.

## **6. Exercising Your Rights**

To exercise your rights, contact us:

**Email:** [dana@goodkarmawork.com](mailto:dana@goodkarmawork.com)

**Mailing Address:** PO box 2662 Murphys, Ca. 95247

We may need to verify your identity before processing your request.

## **7. Retention of Information**

We retain personal information only as long as necessary to:

- Provide services
- Comply with legal obligations
- Resolve disputes
- Enforce agreements

## **8. Communications**

We may contact you via email, phone, or text for:

- Account and service updates
- Booking confirmations
- Customer support
- Promotions (you may opt out anytime)

## 9. Cookies & Tracking

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

## 10. Policy Updates

We may update this Privacy Policy at any time. Changes take effect immediately upon posting. If material changes are made, we will notify you on our website.

## 11. Contact

If you have questions or requests regarding this Privacy Policy, contact:

**Email:** [dana@goodkarmawork.com](mailto:dana@goodkarmawork.com)

**Address:** PO box 2662 Murphys, Ca. 95247