Privacy Policy

Erica Tiffiny Beauty

Effective Date: October 22, 2026

Erica Tiffiny Beauty ("ETB," "we," "us," or "our") values your privacy and is committed to being transparent about how your personal information is collected, used, and protected.

This Privacy Policy applies to visitors of www.ericatbeauty.com and individuals who communicate with us, inquire about our services, or engage with our online booking and marketing platforms.

1. Information We Collect

We may collect the following information when you interact with our website or services:

- **Personal Information:** Your name, email address, phone number, and other contact details you voluntarily provide.
- **Booking Information:** Requested service dates, wedding or event details, venue locations, service preferences, and other information necessary to prepare proposals or coordinate appointments.
- **Communications:** Information you share through inquiry forms, emails, questionnaires, and other correspondence.
- **Transaction Information:** Information related to invoices, payments, and booking transactions, as made available through our payment and booking service providers.
- **Website Usage Information:** Information such as device type, browser, pages visited, general geographic location, and website interactions collected through cookies and analytics technologies.
- **Marketing Preferences:** Your email address, subscription preferences, and interactions with marketing communications when applicable.

2. How We Use Your Information

We collect and use personal information to:

- Respond to inquiries and communicate with prospective and existing clients.
- Prepare proposals, schedule appointments, and provide makeup artistry and educational services.
- Process bookings, contracts, invoices, and related transactions.
- Send appointment confirmations, reminders, and service-related communications.

- Provide newsletters, business updates, promotions, and other marketing communications to subscribers.
- Analyze website performance and improve the visitor experience.
- Maintain business records, prevent misuse, and comply with applicable legal obligations.

We use personal information for legitimate business purposes and in accordance with applicable privacy and marketing laws.

3. Website Hosting and Third-Party Services

Our website is hosted through Wix. We also use third-party services to support business operations, including:

- **Wix:** Website hosting, website forms, and related website functionality.
- **Dubsado:** Client relationship management, inquiries, proposals, contracts, invoices, and appointment-related communications.
- **Google Analytics:** Website traffic measurement and analysis of how visitors interact with our website.
- **Email Marketing Services:** Management of email subscriptions and distribution of marketing communications.

These providers may process information on our behalf according to their own privacy practices, contractual obligations, and applicable laws.

We may also disclose information when required by law or when reasonably necessary to protect our legal rights.

We do not sell client contact lists or personal information for monetary compensation. Certain third-party data-sharing activities may be subject to additional privacy rights under applicable law.

4. Cookies and Website Analytics

Our website uses cookies and similar technologies to support essential website functions, understand website traffic, and improve the visitor experience.

Google Analytics may collect information about website visits, including browsing activity, device information, and interactions with website content.

Visitors may manage cookies through their browser settings and, where available, through our website's cookie preferences.

Some cookies are necessary for website functionality, while optional analytics cookies may be subject to consent requirements.

5. Email Subscriptions and Marketing Communications

Visitors may voluntarily provide their email addresses through the newsletter signup form on our website to express interest in receiving future updates from Erica Tiffiny Beauty.

We may use this information to share business announcements, service updates, educational content, promotions, and other relevant communications when our email marketing program becomes active.

Subscribers may withdraw their consent or request removal from our mailing list at any time by contacting info@ericatbeauty.com. Once marketing emails are introduced, applicable communications will also include an unsubscribe option.

6. Information Security and Retention

We take reasonable steps to protect personal information against unauthorized access, disclosure, alteration, or misuse.

Information may be stored and processed through our website, booking, payment, and email service providers.

We retain personal information for as long as reasonably necessary to fulfill the purposes described in this policy, maintain appropriate business records, resolve disputes, or satisfy applicable legal obligations.

No method of online transmission or electronic storage can be guaranteed to be completely secure.

7. Your Privacy Choices

Depending on applicable law, you may have rights to request access to, correction of, or deletion of certain personal information.

You may also request changes to your marketing preferences or withdraw consent where applicable.

To submit a privacy-related request, contact us at **info@ericatbeauty.com**.

We will review and respond to requests in accordance with applicable law. Certain information may need to be retained for legal, contractual, or legitimate recordkeeping purposes.

8. Third-Party Websites

Our website may contain links to third-party websites, social media platforms, and external booking services.

Erica Tiffiny Beauty is not responsible for the privacy practices or content of independently operated third-party websites. We encourage visitors to review the privacy policies of those services.

9. Children's Privacy

Our website and services are intended for individuals who are at least 18 years of age or individuals acting with the involvement of a parent or legal guardian.

We do not knowingly solicit personal information directly from children under the age of 13 through our website.

If you believe a child has provided personal information to us without appropriate authorization, please contact us.

10. Updates to This Privacy Policy

We may update this Privacy Policy periodically to reflect changes in our services, technology, business practices, or legal requirements.

Updates will be posted on this page with a revised effective date.

11. Contact Information

For questions about this Privacy Policy or the handling of your personal information, please contact:

Erica Tiffiny Beauty

Richmond, Virginia

Email: info@ericatbeauty.com

Website: www.ericatbeauty.com