

PRIVACY POLICY

Effective Date: 04/01/2025

1. INTRODUCTION

SwimSmart ("Company," "we," "us," or "our") is committed to protecting the privacy and security of your personal information. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website, use our services, or interact with us.

By accessing our services, you agree to the terms outlined in this Privacy Policy. If you do not agree with these terms, please refrain from using our services.

2. INFORMATION WE COLLECT

We may collect the following types of information:

2.1 Personal Information

When you interact with us, we may collect personally identifiable information, including but not limited to:

- **Contact Information:** Name, email address, phone number
- **Participant Information:** Age, skill level, and relevant swim experience
- **Payment Details:** Securely processed through third-party payment providers
- **Communication Data:** Messages, inquiries, and feedback you provide

2.2 Non-Personal Information

We may automatically collect non-personal data such as:

- Website usage data (e.g., page visits, session duration)
- Device and browser information
- IP addresses and general location data

3. HOW WE USE YOUR INFORMATION

We use the collected information to:

- Provide, schedule, and manage swim lessons
- Process transactions and payments securely
- Communicate with you about services, updates, and promotions
- Enhance our website and customer experience
- Comply with legal and regulatory requirements

4. DATA SECURITY

We implement appropriate technical and organizational measures to protect your personal information. However, no transmission over the internet is entirely secure, and we cannot guarantee absolute data security.

5. DISCLOSURE OF INFORMATION

We do not sell, rent, or trade your personal information. We may share your data with:

- **Service Providers:** Third-party partners who assist in business operations (e.g., payment processors, scheduling software)

- **Legal Compliance:** If required by law, regulation, or legal process
- **Business Transactions:** In the event of a merger, acquisition, or business restructuring

6. YOUR PRIVACY RIGHTS

You have the following rights regarding your personal data:

- **Access & Correction:** Request access to or correction of your data
- **Data Deletion:** Request deletion of your personal information, subject to legal limitations
- **Marketing Preferences:** Opt out of promotional communications at any time

To exercise these rights, please contact us at [Insert Contact Email].

7. COOKIES AND TRACKING TECHNOLOGIES


Our website may use cookies and similar tracking technologies to improve functionality and user experience. You can modify your browser settings to manage cookie preferences. Disabling cookies may affect website performance.

8. CHANGES TO THIS PRIVACY POLICY

We reserve the right to update this Privacy Policy at any time. Changes will be effective upon posting to our website with the updated effective date. We encourage you to review this policy periodically.

9. CONTACT INFORMATION

If you have any questions or concerns about this Privacy Policy, please contact us:

 **Email:** swimhooper@gmail.com

By using our services, you acknowledge and agree to the terms of this Privacy Policy.