

# Privacy Notice

Last updated April 14, 2025

This policy notice for Frostfire SAuna and Cold Plunge (“we”, “us”, or “our”), describes how and why we might access, collect, store, use, and/or share (“process) your personal information when you use our services (“Services”), including when you:

- Visit our website at <http://www.frostfirelynchburg.com>, or any website of ours that links to this Privacy Notice.
- Download and use our mobile application. We use BLVD for our booking software who has their own Privacy Notice ([privacy@joinboulevard.com](mailto:privacy@joinboulevard.com) or <https://joinboulevard.com/terms/privacy>).
- Engage with us in other related ways, including any sales, marketing, or events.

**Questions or concerns?** Reading this Privacy Notice will help you understand your privacy rights and choices. We are responsible for making decisions about how your personal information is processed. If you do not agree with our policies and practices, please do not use our Services. If you still have any questions or concerns, please contact us at [info@frostfirelynchburg.com](mailto:info@frostfirelynchburg.com).

## Summary of Key Points

This summary provides key points from our Privacy Notice.

**What personal information do we process?** When you visit, use, or navigate our Services, we may process personal information depending on how you interact with us and the Services, the choices you make, and the products and features you use. Personal information we may collect include: names, phone numbers, email addresses, mailing addresses, history of using the services, pronouns, usernames, passwords, contact preferences, billing addresses, debit/credit card numbers. We do not process sensitive information.

We collect personal information that you provide when you register for Services, express an interest in obtaining information about us or our products and Services, when you participate in other activities or when you contact us.

**Payment Data:** We may collect data necessary to process your payment if you choose to make purchases, such as your payment instrument number, and the security code associated with your payment instrument. All payment data is handled and stored by BLVD. You may find their privacy policy link here: <https://joinboulevard.com/terms/privacy>.

**Application data:** If you use our booking application, we may also collect the following information if you choose to provide us with access or permission:

**Push notifications.** We may request to send you push notifications regarding your account or certain features of the application(s). If you wish to opt out from receiving these types of communications you may turn them off in your device's settings.

The information is primarily needed to maintain the security and operation of our application(s), for troubleshooting and for our internal analytics and reporting purposes.

All personal information that you provide to us must be true, complete, and accurate, and you must notify us with changes to such personal information.

**Do we process any sensitive personal information?** Some of the information may be considered "special" or "sensitive" in certain jurisdictions, for example your racial or ethnic origins, sexual orientation, and religious beliefs. We do not process sensitive information. We do ask which pronouns you prefer.

**Do we collect any information from third parties?** We do not collect any information from third parties.

**How do we process your information?** We process your information to provide, improve, and administer our Services, communicate with you, for security and fraud prevention, and to comply with law. We may also process your information for other purposes with your consent. We process your information only when we have a valid legal reason to do so.

**In what other situations and with which parties do we share personal information?** We may share information with specific third parties. For example, we use Boulevard as our booking software.

**How do we keep your information safe?** We have adequate organizational and technical processes and procedures in place to protect your personal information. However, no electronic transmission over the internet or information storage technology can be guaranteed to be 100% secure, so we cannot promise or guarantee that hackers, cybercriminals, or other unauthorized third parties will not be able to defeat our security and improperly collect, access, steal, or modify your information.

**What are your rights?** Depending on where you are located geographically, the applicable privacy law may mean you have certain rights regarding your personal information.

**How do you exercise your rights?** Contact [privacy@joinboulevard.com](mailto:privacy@joinboulevard.com) or visit <https://joinboulevard.com/terms/privacy> if your concern is related to the Boulevard software. You can also email [info@frostfirelynchburg.com](mailto:info@frostfirelynchburg.com) or contact us:

Phone: 434-218-3332

Address: 1337 Main Street Suite 2 Lynchburg, Virginia 24504

### **How do we process your information?**

We process your information to provide, improve, administer our Services, communicate with you, for security and fraud prevention, and to comply with law. We may also process your information for other purposes with your consent.

We process your personal information for a variety of reasons, depending on how you interact with our Services, including:

To facilitate account creation and authentication and otherwise manage user accounts. We may process your information so you can create and log in to your account, as well as keep your account in working order.

To deliver and facilitate delivery of services to the user. We may process your information to provide you with the requested service.

To respond to user inquiries/offer support to users. We may process your information to respond to your inquiries and solve any potential issues you may have with the requested service.

To send administrative information to you: We may process your information to send you details about our products and services, changes to our terms and policies, and other similar information.

To fulfill and manage your orders. We may process your information to fulfill and manage your orders, payments, returns, and exchanges made through the services.

To request feedback. We may process your information when necessary to request feedback and to contact you about use of our Services.

To send you marketing and promotional communication. We may process the personal information you send to us for our marketing purposes. If this is in accordance with your marketing preferences. You can opt-out of our marketing emails at any time. Please contact [info@frostfirelynchburg.com](mailto:info@frostfirelynchburg.com) or, to opt out of Boulevard communication, There are a few ways users can unsubscribe from Boulevard texts:

1. To opt out of marketing texts only: Reply "NO PROMOS" to any text from the business. You'll still receive operational texts like reminders and confirmations.
2. To opt out of all texts: Reply "STOP" or "UNSUBSCRIBE" to any text from the business. This will opt you out of all communications, including operational and marketing messages.

If you've opted out and want to opt back in:

- Text "START" to the business's dedicated phone number.
- Manage your communication preferences through the client portal.

If you need further assistance, you can contact [support@blvd.co](mailto:support@blvd.co).

To deliver targeted advertising to you. We may process your information to develop and display personalized content and advertising tailored to your interests, location, and more.

To post testimonials. We post testimonials on our Services that may contain personal information.

To protect our Services. We may process your information as part of our efforts to keep our Services safe and secure, including fraud monitoring and prevention.

To administer prize draws and competitions.

To evaluate and import our Services, products, marketing and your experience. We may process your information when we believe it is necessary to identify usage trends, determine the effectiveness of our promotional campaigns, and to evaluate and improve our Services, products, marketing, and your experience.

To identify usage trends. We may process information about how you use our Services to better understand how they are being used so we can improve them.

To determine the effectiveness of our marketing and promotional campaigns. WE may process your information to understand how to provide marketing and promotional campaigns that are most relevant to you.

To comply with legal obligations. We may process your information to comply with our legal obligations, respond to legal requests, and exercise, establish or defend our legal rights.

When and with whom do we share your personal information?

Business transfers. We may share or transfer your information in connection with, or during negotiations of, any merger, sale of company assets, financing or acquisition of all or a portion of our business to another company.

Do we use cookies and other tracking technologies?

Our website uses Cookies. We may use cookies and similar tracking technologies to gather information when you interact with our Services. Some online tracking technologies help us maintain the security of our Services and your account, prevent crashes, fix bugs, save your preferences and assist with basic site functions. We also permit third parties and service providers to use online tracking technologies for analytics and advertising, including to help manage and display advertisements, or track abandoned shopping carts based on your preferences.

How long do we keep your information?

We aim to protect your personal information through a system of organizational and security measures. We keep your information as long as you have an account with us and until you request that we delete your information. Some information may stay saved for the life of the business.

**Do we collect information from minors?**

The only information we gather is contact info where we try to get information from parents/guardians. In the event we discover information from minors has been gathered, we delete as soon as possible.

**Questions or concerns?** Please reach out to [info@frostfirelynchburg.com](mailto:info@frostfirelynchburg.com) with any questions or concerns.

**Contact information** is as follows:

Frostfire Sauna and Cold Plunge

434-218-3332

1337 Main Street Suite 2

Lynchburg, Virginia 24504

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