

PRIVACY

Privacy Policy

Effective Date: August 29, 2026

Sugar Deeva respects your privacy and is committed to protecting your personal information. This Privacy Policy explains how Sugar Deeva (“Sugar Deeva,” “we,” “us,” or “our”) collects, uses, shares, and protects information when you visit sugardeeva.com, use the Sugar Deeva mobile application, book an appointment, purchase a product or membership, communicate with us, or otherwise use our services.

Information We Collect

Depending on how you interact with Sugar Deeva, we may collect:

- Contact information, including your name, email address, telephone number, mailing address, and preferred name.
- Account information, including login credentials, account identifiers, preferences, and appointment history.
- Appointment and client-care information, including requested services, service history, allergies, medications, skin sensitivities, contraindications, consent forms, and information you voluntarily provide to help us perform services safely.
- Transaction information, including purchases, memberships, discounts, gift cards, refunds, and payment status. Complete payment-card information is generally processed by our payment service providers and is not stored directly by Sugar Deeva.
- Communications, including emails, text messages, reviews, survey responses, customer-service requests, and other correspondence.
- Device and usage information, such as your IP address, browser, device type, operating system, app activity, pages viewed, referring website, approximate location derived from your IP address, and diagnostic information.
- Marketing preferences, including whether you have agreed to receive promotional emails, text messages, push notifications, or personalized advertising.
- Device permissions, such as notification or location access, only when requested by the app and permitted through your device settings. Please do not provide information that is not reasonably necessary for your services or account.

How We Use Your Information

We may use personal information to:

- Create and manage your account.
- Schedule, confirm, reschedule, and cancel appointments.
- Provide sugaring services and personalized client care.
- Process payments, memberships, packages, promotions, and retail purchases.
- Send appointment confirmations, reminders, receipts, studio updates, and service-related communications.
- Send promotional messages when permitted by law and consistent with your preferences.
- Provide customer support and respond to questions or requests.
- Recommend appropriate services, skincare, and before- or aftercare products.
- Improve our website, app, services, marketing, and customer experience.
- Detect fraud, maintain security, troubleshoot technical issues, and prevent misuse.
- Comply with legal obligations, enforce our agreements, and protect the rights and safety of Sugar Deeva, our clients, and others.

Cookies, Analytics, and Similar Technologies

Our website, app, and service providers may use cookies, software development kits, pixels, and similar technologies to remember preferences, maintain app functionality, understand how our services are used, measure performance, and support marketing. You may manage certain cookies through your browser or available cookie settings. Mobile-device permissions and advertising preferences may be managed through your device settings. Disabling certain technologies may affect some features.

How We Share Information

We may share personal information with:

- Appointment scheduling, client-management, and app-platform providers.
- Payment processors and financial-service providers.
- Website hosting, cloud storage, email, text-message, and push-notification providers.
- Analytics, advertising, and marketing providers.
- Professional advisers, insurers, auditors, and legal representatives.
- Government agencies or other parties when disclosure is required by law or reasonably necessary to protect rights, safety, or property.

- A buyer, successor, or other party involved in a merger, financing, reorganization, sale, or transfer of all or part of our business.

These providers may access information only as needed to perform services for us or as otherwise disclosed in their own privacy policies. Sugar Deeva does not sell personal information for money. Certain advertising or analytics activities, however, may be considered “selling,” “sharing,” or targeted advertising under some state privacy laws. Where applicable, you may request to opt out by contacting us using the information below or through any privacy controls made available on our website or app.

Payments

Payments may be processed by third-party payment providers. Those providers collect and process payment information according to their own privacy policies and security practices. Sugar Deeva may receive limited transaction details, such as the payment status, card type, expiration date, or last four digits, but generally does not receive or store complete payment-card numbers.

Email, Text Messages, and Push Notifications

With your consent or as otherwise permitted by law, we may send promotional emails, text messages, or push notifications. You may unsubscribe from promotional emails using the link provided in the message, reply **STOP** to eligible marketing texts, or disable push notifications through your device settings. Even after opting out of marketing, you may continue to receive non-promotional communications concerning appointments, transactions, memberships, account security, or customer-service requests. Message and data rates may apply. Consent to receive marketing messages is not required to purchase goods or services.

Data Retention

We retain personal information only for as long as reasonably necessary to provide services, maintain business and transaction records, fulfill legal and tax obligations, resolve disputes, prevent fraud, and enforce agreements. Retention periods vary based on the nature of the information and the reason it was collected. When information is no longer reasonably necessary, we may delete it, anonymize it, or securely retain it when deletion is not immediately practical.

Data Security

Sugar Deeva and its service providers use reasonable administrative, technical, and physical safeguards intended to protect personal information. However, no website, application, electronic transmission, or storage system can be guaranteed to be completely secure. You are responsible for protecting your login credentials and notifying us if you believe your account has been accessed without authorization.

Your Privacy Choices and Rights

Depending on where you live, you may have the right to request that we:

- Provide access to or a copy of your personal information.
- Correct inaccurate personal information.
- Delete certain personal information.
- Explain the categories of information we collect, use, or disclose.
- Opt you out of certain targeted advertising, sales, or sharing.
- Withdraw consent where our processing relies on consent.
- Review an appeal if we deny an eligible privacy request. To submit a request, email contact@sugardeeva.com with the subject line “Privacy Request.”

We may need to verify your identity before completing the request. Some information may be retained when permitted or required by law.

We will not unlawfully discriminate against you for exercising an applicable privacy right.

Account Deletion

You may request deletion of your Sugar Deeva app account and associated personal information by using any account-deletion option available within the app or by emailing contact@sugardeeva.com with the subject line “Account Deletion Request.” Please include the name, email address, and telephone number associated with your account. We may verify your identity before processing the request. Deleting your account may cancel access to certain app features but may not automatically cancel future appointments, memberships, packages, or recurring payments. Please contact Sugar Deeva separately to confirm any requested cancellation. We may retain limited records when reasonably necessary or legally required, including transaction, tax, fraud-prevention, consent, dispute, and regulatory records.

Children's Privacy

The Sugar Deeva website and app are not directed to children under 13, and we do not knowingly collect personal information directly from children under 13.

Services for minors must be arranged by a parent or legal guardian and remain subject to Sugar Deeva's policies and applicable law. If you believe a child has provided personal information without appropriate authorization, please contact us so we can review and address the request.

Third-Party Services and Links

Our website or app may link to websites, social networks, payment services, booking platforms, or other services operated by third parties. Their privacy practices are governed by their own policies, and Sugar Deeva is not responsible for their content or privacy practices.

Changes to This Policy

We may update this Privacy Policy as our services, technology, or legal obligations change. The revised policy will be posted on this page with an updated effective date. If a change materially affects how we use previously collected information, we will provide any additional notice or obtain consent required by law.

Contact Us

Questions, requests, or concerns regarding this Privacy Policy may be directed to:

Sugar Deeva

Email: contact@sugardeeva.com

Website: <https://sugardeeva.com>