



# TOASTY ASANA

## PRIVACY POLICY

Toasty Asana (“we,” “our,” or “the Studio”) values your privacy. This Privacy Policy explains how we collect, use, store, and protect your personal information when you visit our website, make a purchase, sign up for communications, or participate in studio activities. By using our website or providing your information to us, you agree to the practices described in this policy.

### 1. INFORMATION WE COLLECT

We may collect the following types of personal information:

#### 1.1 Information You Provide Directly

- Name
- Email address
- Phone number
- Billing information (processed through secure third-party platforms)
- Information submitted through contact forms
- Information provided when creating a MindBody account (once enabled)

#### 1.2 Automatically Collected Information

When you visit our website, standard website analytics may collect:

- IP address
- Device information
- Browser type
- Pages viewed
- General usage data

This information is collected through Wix analytics tools and does not personally identify you.

#### 1.3 Third-Party Purchase Information

If you purchase products through:

- **Etsy**
- **Amazon KDP**
- **Square**
- **Email Marketing Platform (Wix Email)**

Your payment and order information is processed by those platforms. We do not receive or store your full payment details.

## 2. HOW WE USE YOUR INFORMATION

We use your information to:

- Provide studio services and process class registrations
- Communicate with you about classes, updates, and promotions
- Respond to inquiries
- Improve our website and customer experience
- Maintain membership and attendance records
- Send newsletters, studio updates, or marketing emails (you may opt out anytime)
- Ensure safety and compliance with studio policies

We use your information to send you operational messages such as schedule changes, emergency cancellations, or updates about your account.

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

## 3. HOW WE SHARE INFORMATION

We may share necessary information with trusted service providers who help operate the studio, such as:

- Wix (website hosting)
- MindBody (booking and membership software, when enabled)
- Email marketing platforms
- Payment processors (e.g., Stripe, Square, Etsy, Amazon)
- Analytics tools

These service providers may access your information only to perform services on our behalf and are required to protect it.

We do **not** sell, rent, or trade your personal information with third parties for marketing purposes.

## 4. COOKIES & TRACKING TECHNOLOGIES

Our website may use cookies or similar technologies to:

- Improve site performance
- Track website traffic
- Personalize your experience

You can disable cookies through your browser settings, though some features may not function fully.

## 5. EMAIL COMMUNICATIONS

**By providing your email, you may receive:**

- Class updates
- Studio announcements

- Promotional offers
- Newsletter content

You may unsubscribe at any time by clicking “unsubscribe” in any email or contacting us directly.

## 6. CHILDREN’S PRIVACY

Toasty Asana does not knowingly collect personal information from children under the age of 14. Minors ages 14–17 may only participate in classes with a parent/guardian waiver on file.

## 7. DATA STORAGE & SECURITY

We take reasonable measures to protect your information, including:

- Secure data storage within Wix and MindBody systems
- Encrypted payment processing (via third-party platforms)
- Limited access by authorized studio personnel

However, no method of electronic storage or transmission is 100% secure. We cannot guarantee absolute security. We never store full credit card numbers or payment information on our servers.

## 8. YOUR RIGHTS & CHOICES

You may request to:

- Access your personal information
- Update or correct your information
- Delete your information (subject to recordkeeping requirements)
- Opt out of marketing communications

Contact us at [elizabeth@toastyasana.com](mailto:elizabeth@toastyasana.com) for any privacy-related requests.

## 9. EXTERNAL LINKS

Our website may include links to Etsy, Amazon, social media, or other external sites.

We are not responsible for their privacy practices. Please review their individual policies.

## 10. CHANGES TO THIS POLICY

We may update this Privacy Policy from time to time. Any changes will be posted on this page with a new effective date. Continued use of our website constitutes acceptance of the updated policy.

## 11. CONTACT US

If you have questions about this Privacy Policy or how your information is handled, please contact:

**Toasty Asana**

Email: [elizabeth@toastyasana.com](mailto:elizabeth@toastyasana.com)

Website: [www.toastyasana.com](http://www.toastyasana.com)

Carlisle, PA

We typically respond to privacy-related requests within 3–5 business days.