

Sauna and Plunge Privacy Policy



Effective Date: 2/27/2025

1. Introduction

At Sauna and Plunge KC ("Sauna and Plunge" or "We"), we are committed to protecting your privacy. This Privacy Policy outlines the type of information we collect and how we collect, use, disclose, and safeguard your personal information when you visit our website, [Saunaandplungekc.com](https://saunaandplungekc.com) (our "Website"), purchase products, email or use our services, including infrared saunas and cold plunge units. Please read this policy carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, your choice is not to use our Website. By accessing or using this Website, you agree to this privacy policy. This policy may change from time to time (see Changes to This Privacy Policy). Your continued use of this Website after we make changes is deemed to be acceptance of those changes, so please check the policy periodically for updates.

FOR THE PURPOSES OF CLARITY, SAUNA AND PLUNGE IS NOT SUBJECT TO HEALTH INSURANCE PORTABILITY AND ACCOUNTABILITY ACT AND IS NOT A MEDICAL PROVIDER. SAUNA AND PLUNGE DOES NOT OFFER ANY MEDICAL ADVICE, TREATMENT OR CARE. THE USE OF SAUNA AND PLUNGE'S FACILITIES IN NO WAY CREATES A PHYSICIAN-PATIENT OR MEDICAL PROVIDER-PATIENT RELATIONSHIP.

2. Children's Privacy

Our Website and services are not intended for individuals under the age of 18. We do not knowingly collect personal information from children. If you believe we have collected such information, please contact us, and we will take appropriate action.

3. Information We Collect and How We Collect It

We collect several types of information to provide and improve our services to you:

- **Personal Information:** When you visit our Website, make a purchase, or contact us, we may collect personal information such as your name, email address, phone number, shipping and billing addresses, payment details, and any other information you provide to us.
- **Non-Personal Information:** We may collect information that does not directly identify you, such as your browser type, device information, IP address, browsing history on our site, and usage data. This data is collected to help us analyze trends, enhance the user experience, and improve our services.
- **Payment Information:** We process payments via secure third-party payment gateways. We do not store your full credit card information; it is processed and stored securely by the payment provider. Please review their privacy policy for more information on how they handle your information.
- **Health Information:** When you fill out forms, you may provide information related to your health including but not limited to, medications or health conditions.

We collect this information:

- Directly from you when you provide it to us.

- Automatically as you navigate through the site. Information collected automatically may include usage details, IP addresses, and information collected through cookies and other tracking technologies.
- From third parties, for example, Zenoti. Please also review their privacy policy for more information on how they handle your information.

Information You Provide to Us

The information we collect on or through our Website may include:

- Information that you provide by filling in forms on our Website. This includes information provided at the time of registering to use our Website or requesting further services. We may also ask you for information when you enter a contest, referral program or promotion sponsored by us, and when you report a problem with our Website.
- Health information you provide when you fill out forms.
- Records and copies of your correspondence (including email addresses), if you contact us.
- Your responses to surveys that we might ask you to complete for research purposes.
- Details of transactions you carry out through our Website and of the fulfillment of your orders including purchasing gift cards. You may be required to provide financial information before placing an order through our Website.

You also may provide information or reviews via Google Reviews to be published or displayed (hereinafter, "**posted**") on public areas of the Website, or transmitted to other users of the Website or third parties (collectively, "**User Contributions**"). Your User Contributions are posted on and transmitted to others at your own risk.

4. How We Use Your Information

We use your personal information for the following purposes:

- **To Process Orders:** We use the information you provide when we provide services to you through memberships and other packages as well as retail products to carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection.
- **To Communicate with You:** We may use your contact information to send appointment confirmations, updates, promotional offers, and other information related to our products and services.
- **Customer Support:** We use your information to respond to inquiries, provide support, and address any issues with our products or services.
- **Marketing:** With your consent, we may use your email address or phone number to send promotional communications, offers, and newsletters. You can opt-out of marketing communications at any time.
- **To Improve Our Services:** We may use your non-personal data to analyze how you use our Website, improve product offerings, and customize your experience. **Other:** We use the information to fulfill any other purpose for which you provide it.

5. How We Protect Your Information

We use a variety of security measures, including encryption and secure servers, to protect your personal information. However, no method of transmission over the internet or electronic storage is completely secure, and we cannot guarantee the absolute security of your data.

6. Sharing Your Information

We do not sell or rent your personal information to third parties. However, we may share your information in the following circumstances:

- **Service Providers:** We may share your personal information with third-party service providers who assist in processing payments, delivering products, managing customer support, and conducting marketing activities.
- **Legal Requirements:** We may disclose your information if required by law or to protect our rights, comply with legal processes, or respond to lawful requests from public authorities.
- **Business Transfers:** In the event of a merger, acquisition, or sale of assets, your information may be transferred as part of that transaction.
- **Other:** For any other purpose disclosed by us when you provide the information and with your consent.

7. SMS

We may need to communicate with you through the phone number you provide us. We may send periodic SMS messages that may contain but not limited to important information, updates, deals and specials. Please note that message frequency varies and messaging and data rates may apply. Please note the following regarding such communication:

- **Consent for SMS Communication:** Information obtained as part of the SMS consent process will not be shared with third parties.
- **Sharing SMS phone numbers:** Any phone numbers collected for SMS purposes will not be shared with third parties or affiliates for marketing purposes.
- **Types of SMS Communications:** only SMS consented customers receive updates on services, appointment reminders or other relevant information. SMS consented guests may receive special offers or promotions.
- **Standard Messaging Disclosures:** Message and data rates may apply. You can opt-out at any time by texting 'STOP.' For assistance, text 'HELP' or visit our Privacy Policy and Terms of Service page.

- **Opt-in to SMS Services:**

You can opt-in to receive SMS text messages as follows: Simply send a text message to 406-800-8031 with any of the following: START,YES

Or, check the box that says you want to receive special offers by SMS or text.

- **Opt-out of SMS Services:** Simply send a text message to 406-800-8031 with any of the following: STOP

SMS opt-in or phone numbers for the purpose of SMS are not being shared. We will not share or sell your consent for SMS messages and phone numbers collected for SMS to any third parties under any circumstances.

8. Cookies and Tracking Technologies

Information We Collect Through Automatic Data Collection Technologies

As you navigate through and interact with our Website, we may use automatic data collection technologies to collect certain information about your equipment, browsing actions, and patterns, including:

- Details of your visits to our Website, including traffic data, logs, and other communication data and the resources that you access and use on the Website.
- Information about your computer and internet connection, including your IP address, operating system, and browser type.

The information we collect automatically may include personal information, or we may maintain it or associate it with personal information we collect in other ways or receive from third parties. It helps us to improve our Website and to deliver a better and more personalized service, including by enabling us to:

- Estimate our audience size and usage patterns.
- Store information about your preferences, allowing us to customize our Website according to your individual interests.
- Speed up your searches.
- Recognize you when you return to our Website.

The technologies we use for this automatic data collection may include:

Cookies (or browser cookies). We use cookies and similar tracking technologies to enhance your experience on our Website. Cookies are small files stored on your device that allow us to recognize you, remember your preferences, and analyze site usage. You can control the use of cookies through your browser settings.

- Essential Cookies let you move around the website and use essential features like secure and private areas.
- Analytic Cookies let us understand how you use our website (e.g. which pages you visit), to provide statistics on how our website is used, improve the website by identifying any errors, and performance issues.
- Functional cookies are cookies used to remember choices users make to improve their experience (e.g. language).
- Marketing cookies are used to collect information about the impact of our marketing campaigns performed in other websites on users and non-users.
- **Web Beacons.** Pages of our Website and our emails may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit the Company, for example, to count users who have visited those pages or opened an email and for other related website statistics (for example, recording the popularity of certain website content and verifying system and server integrity).

To find out more about cookies, including how to see what cookies have been set and understand how to manage, delete and block them, visit www.aboutcookies.org or www.allaboutcookies.org.

Third-Party Use of Cookies and Other Tracking Technologies

- **Google Analytics**

Google Analytics is a web analytics service offered by Google that tracks and reports website traffic. Google uses the data collected to track and monitor the use of our service. This data is shared with other Google services. Google may use the collected data to contextualize and personalize the ads of its own advertising network. For more information on the privacy practices of Google, please visit the [Google Privacy Terms web page](#). We also encourage you to review the [Google's policy for safeguarding your data](#). To opt out from and prevent your data from being used by Google Analytics across all websites, check out the following instructions: <https://tools.google.com/dlpage/gaoptout>.

- **Facebook**

Facebook remarketing service is provided by Facebook Inc. You can learn more about interest-based advertising from Facebook by visiting this [page](#). To opt-out from Facebook's interest-based ads, follow these [instructions](#) from Facebook. Facebook adheres to the Self-Regulatory Principles for Online Behavioral Advertising established by the Digital Advertising Alliance. You can also opt-out from Facebook and other participating companies through the Digital Advertising Alliance in the USA <http://www.aboutads.info/choices/>, or opt-out using your mobile device settings. For more information on the privacy practices of Facebook, please visit Facebook's Data Policy: <https://www.facebook.com/privacy/explanation>

Some content or applications, including advertisements, on the Website are served by third-parties, including advertisers, ad networks and servers, content providers, and application providers. These third parties may use cookies alone or in conjunction with web beacons or other tracking technologies to collect information about you when you use our Website. The information they collect may be associated with your personal information or they may collect information, including personal information, about your online activities over time and across different websites and other online services. They may use this information to provide you with interest-based (behavioral) advertising or other targeted content. We do not control these third parties' tracking technologies or how they may be used. If you have any questions about an advertisement or other targeted content, you should contact the responsible provider directly. For information about how you can opt out of receiving targeted advertising from many providers, see [Choices About How We Use and Disclose Your Information](#).

9. Your Rights and Choices

We strive to provide you with choices regarding the personal information you provide to us. We have created mechanisms to provide you with the following control over your information:

- **Tracking Technologies and Advertising.** You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. If you disable or refuse cookies, please note that some parts of this site may then be inaccessible or not function properly.
- **Promotional Offers from the Company.** If you do not wish to have your contact information used by the Company to promote our own or third parties' products or services, you can opt-out by sending us an email stating your request to contact@saunaandplungekc.com. If we have sent you a promotional email, you may send us a return email asking to be omitted from future email distributions. This opt out does not apply to information provided to the Company as a result of a product purchase, warranty registration, product service experience or other transactions.
- **Text Messaging Opt-Out.** You may opt-out of receiving text messages from us at any time through the methods outlined above.

- **Network Advertising Initiative.** We do not control third parties' collection or use of your information to serve interest-based advertising. However, these third parties may provide you with ways to choose not to have your information collected or used in this way. You can opt out of receiving targeted ads from members of the Network Advertising Initiative ("NAI") on the NAI's website.
- **Access and Update:** You have the right to access, update, or correct your personal information by logging into your account or contacting us.
- **Opt-Out:** You can opt-out of receiving marketing communications by following the unsubscribe link in any promotional email or by contacting us directly.
- **Deletion:** You can request the deletion of your personal information, subject to certain legal restrictions and retention periods.

10. Changes to This Privacy Policy

We reserve the right to update this Privacy Policy at any time. Any changes will be posted on this page with an updated "Effective Date." We encourage you to review this policy periodically for any update.

11. Contact Us

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

Sauna and Plunge KC

4745 W 134th St.

Leawood, KS 66209

contact@saunaandplungekc.com