# Lavender & Sugar

## Privacy Policy

Effective Date: [06/30/2026] | Last Updated: [07/01/2026]

Lavender & Sugar ("we," "our," or "us") is committed to protecting your privacy. This Privacy Policy explains how we collect, use, and safeguard your personal information when you visit our website, submit a booking inquiry, or engage with us in any way. By using our website or services, you agree to the practices described in this policy.

## 1. Information We Collect

### Information you provide to us

When you submit a booking inquiry, contact form, or engage with our services, we may collect: your name, email address, phone number, mailing address, event details (date, type, guest count, venue), budget and service preferences, and any additional details you share in your inquiry.

### Information collected automatically

When you visit our website, certain information may be collected automatically, including your IP address, browser type, operating system, pages visited, time and duration of visits, and referring URLs. This information is collected through standard web technologies such as cookies and analytics tools.

### Cookies

Our website may use cookies — small data files stored on your device — to improve your experience and understand how visitors interact with the site. You can disable cookies in your browser settings, though some features of the site may not function as intended.

## 2. How We Use Your Information

We use the information we collect for the following purposes:

To respond to your inquiries and provide quotes for our services; to fulfill and manage orders, bookings, and contracts; to communicate with you about your event, payments, and scheduling; to send important updates related to your booking; to improve our website and service offerings; to comply with legal obligations; and to send occasional promotional communications (only if you have opted in).

We will never sell, rent, or trade your personal information to third parties for their own marketing purposes.

## 3. How We Share Your Information

### Service providers

We may share your information with trusted third-party service providers who assist us in operating our business, such as payment processors, email platforms, and scheduling tools. These providers are contractually required to keep your information confidential and use it only for the services they provide to us.

### Legal requirements

We may disclose your information if required to do so by law, court order, or governmental authority, or if we believe such action is necessary to protect the rights, property, or safety of Lavender & Sugar, our clients, or the public.

### Business transfers

In the event that Lavender & Sugar is sold, merged, or undergoes a significant business transition, your personal information may be transferred as part of that transaction. We will notify you of any such change and your options.

## 4. Photography & Marketing

Lavender & Sugar reserves the right to photograph all completed orders and event work for portfolio and promotional use, including on our website and social media platforms. We do not share client names or personally identifying information in any public-facing content without your explicit written consent.

If you do not wish for photos of your event to be used in our marketing, please notify us in writing prior to your event date.

## 5. Data Retention

We retain your personal information for as long as necessary to fulfill the purposes outlined in this policy, maintain business records, and comply with legal obligations. Booking and contract records are typically retained for a minimum of three (3) years. You may request deletion of your data at any time (see Section 7).

## 6. Data Security

We take the security of your personal information seriously. We implement reasonable administrative, technical, and physical safeguards to protect your data from unauthorized access, disclosure, alteration, or destruction. However, no method of transmission over the internet or electronic storage is 100% secure, and we cannot guarantee absolute security.

## 7. Your Rights & Choices

You have the right to: access the personal information we hold about you; request correction of inaccurate or incomplete information; request deletion of your personal information, subject to any legal retention requirements; opt out of marketing emails at any time by clicking the unsubscribe link or contacting us directly; and request that we restrict or stop processing your data in certain circumstances.

To exercise any of these rights, please contact us at the information provided at the end of this policy. We will respond to your request within 30 days.

## 8. Children's Privacy

Our website and services are not directed to children under the age of 13. We do not knowingly collect personal information from children. If you believe a child has provided us with personal information, please contact us immediately and we will take steps to delete it.

## 9. Third-Party Links

Our website may contain links to third-party websites such as social media platforms or vendor sites. We are not responsible for the privacy practices of those websites. We encourage you to review the privacy policies of any third-party sites you visit.

## 10. Changes to This Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or applicable law. When we do, we will update the "Last Updated" date at the top of this page. We encourage you to review this policy periodically. Continued use of our website or services after changes are posted constitutes your acceptance of the updated policy.

## 11. Contact Us

If you have questions, concerns, or requests regarding this Privacy Policy or how we handle your personal information, please contact us:

**Lavender & Sugar**
Email: lavenderandsugarsa@gmail.com
Website: lavenderandsugarsatx.com

*Thank you for trusting Lavender & Sugar with your celebration.*