

# Privacy Policy

## EMBU Hair

**Website:** <https://embuhair.com>

**Business Email:** [info@embuhair.com](mailto:info@embuhair.com)

**Business Phone Numbers:**

**Kingsway Location:** 416-233-7272

**Junction Location:** 416-604-2200

**SMS Phone Number:** 437-475-7272

**Business Addresses:**

Kingsway Location

3018 Bloor Street West

Toronto, Ontario M8X 1C4

Canada

Junction Location

3038 Dundas Street West

Toronto, Ontario M6P 1Z3

Canada

**Customer Location:** Ontario, Canada

**Description of Services:** EMBU Hair provides professional hair salon services, including haircuts, styling, colour services, chemical services, bridal services, extensions, consultations, appointment booking, customer communication, and related salon services.

**Advertising:** EMBU Hair does not currently run paid digital advertising campaigns.

**Cookies / Tracking Pixels:** EMBU Hair does not currently use advertising cookies, tracking pixels, Meta Pixel, Google Ads tracking, LinkedIn Insight Tag, or similar marketing tracking technologies.

**Appointment Booking:** EMBU Hair uses Insight Salon Software / Salon BOS through salon-software.com for appointment booking.

**Communications:** EMBU Hair may use SMS, email, phone calls, voicemail, missed-call callbacks, and related customer communication tools.

**Third-Party Tools:** EMBU Hair may use GoHighLevel / LeadConnector, Insight Salon Software / Salon BOS, Aveda, Shop Beauty, Facebook, Instagram, email service providers, phone service providers, SMS service providers, voicemail systems, and other communication support providers.

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## Privacy Policy

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EMBU Hair respects your privacy and is committed to protecting the personal information you provide when you visit our website, contact us, book an appointment, complete a form, visit one of our salon

locations, or communicate with us by phone, email, SMS, voicemail, missed-call callback, or other communication channels.

This Privacy Policy explains how EMBU Hair collects, uses, stores, protects, and handles your personal information.

EMBU Hair operates in Ontario, Canada, with salon locations in Toronto.

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## Information We Collect

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**EMBU Hair may collect the following types of information:**

- Name
- Email address
- Phone number
- Mailing address, where provided
  - Appointment details
- Salon service interests
  - Stylist preferences
  - Booking history
  - Appointment notes
- Communication preferences
- Messages, inquiries, and form submissions
  - Call history related to customer service
  - SMS communication history
  - Email communication history
- Voicemail and missed-call callback information
- Basic website usage information required for website functionality
- Payment, deposit, or transaction-related information, where applicable
- Any information you voluntarily provide when contacting EMBU Hair

EMBU Hair may also collect information related to your salon appointment, including requested services, appointment time, salon location, stylist selection, consultation notes, and service history.

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## How We Collect Information

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EMBU Hair may collect information when you:

- [Visit our website](#)
- Contact EMBU Hair by phone
- Contact EMBU Hair by email

- Contact EMBU Hair by SMS
  - Submit a website form
  - Book an appointment online
- Request information about salon services
- Respond to a message from EMBU Hair
  - Leave a voicemail
  - Request a callback
- Communicate with EMBU Hair through our customer communication systems
  - Visit one of our salon locations
  - Provide information during an appointment, consultation, or service

EMBU Hair may also collect information through trusted third-party service providers that support our website, appointment booking, customer communications, salon operations, and customer relationship management systems.

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## How We Use Information

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EMBU Hair uses collected information to:

- Respond to customer inquiries
  - Book appointments
  - Confirm appointments
- Change or cancel appointments
- Send appointment reminders
  - Provide salon services
- Follow up on missed calls or customer requests
- Communicate by SMS, email, phone, voicemail, or missed-call callback
  - Provide customer service and support
  - Manage client records and appointment history
    - Maintain stylist and service notes
  - Improve our services and customer experience
    - Maintain internal business records
      - Support salon operations
- Comply with legal, regulatory, and operational requirements

EMBU Hair does not sell customer information.

EMBU Hair does not sell, rent, or share customer opt-in data for marketing or promotional purposes.

Lead data is never sold.

Lead data is never shared for promotional use.

SMS opt-in data is protected.

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## SMS & Communications

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EMBU Hair may communicate with customers by SMS, email, phone, voicemail, missed-call callback, and related communication channels.

Customers may opt in to receive SMS messages from EMBU Hair by:

- Providing their phone number through our website
  - Booking an appointment
  - Contacting EMBU Hair directly
    - Requesting a callback
    - Submitting a form
  - Speaking with EMBU Hair staff
- Giving verbal, written, electronic, or digital consent to receive communications

SMS messages from EMBU Hair may include:

- Appointment confirmations
- Appointment reminders
- Appointment changes
- Appointment cancellations
- Missed-call follow-ups
- Customer service replies
- Service-related updates
- Booking-related communication
  - Review requests
- Occasional salon-related updates, where permitted

Message frequency may vary depending on your appointments, inquiries, and communication with EMBU Hair.

Message and data rates may apply.

Consent to receive SMS messages is not a condition of purchase.

You may opt out of SMS communications at any time by replying STOP to any text message from EMBU Hair.

For help, reply HELP or contact EMBU Hair directly:

Kingsway Location: 416-233-7272

Junction Location: 416-604-2200

Email: [info@embuhair.com](mailto:info@embuhair.com)

SMS Number: 437-475-7272

EMBU Hair does not share SMS consent with affiliates or third parties for marketing or promotional purposes.

No mobile information will be shared with third parties or affiliates for marketing/promotional purposes.

Text messaging originator opt-in data and consent will not be shared with any third parties, except for aggregators and providers of the Text Message services.

No mobile information will be shared with third parties/affiliates for marketing/promotional purposes.

Information sharing to subcontractors in support services, such as customer service is permitted. All other use case categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties.

Customer opt-in data is never sold, rented, or shared for marketing.

EMBU Hair does not share SMS consent with affiliates or third parties.

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## Data Sharing Policy

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EMBU Hair may use trusted service providers to operate its website, booking systems, communications, customer service tools, appointment systems, and business systems.

These providers may process information only as needed to support EMBU Hair's business operations.

EMBU Hair does not sell customer information.

EMBU Hair does not sell lead data.

EMBU Hair does not share lead data for promotional use.

EMBU Hair does not share customer opt-in data for marketing or promotional purposes.

EMBU Hair does not share SMS consent with affiliates or third parties.

EMBU Hair does not share mobile information with third parties or affiliates for marketing or promotional purposes.

EMBU Hair may disclose information only when necessary to:

- Provide requested services
- Support appointment booking
- Support customer communications
- Operate our website and business systems
- Maintain customer service records
- Comply with applicable law
- Protect the rights, safety, and security of EMBU Hair, customers, staff, or others

SMS opt-in data and consent are protected and are not shared for marketing purposes.

Text messaging originator opt-in data and consent are not shared with affiliates or third parties for marketing or promotional purposes.

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## **Cookies & Tracking Technologies**

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EMBU Hair does not currently use advertising cookies, tracking pixels, Meta Pixel, Google Ads tracking, LinkedIn Insight Tag, or similar marketing tracking technologies.

EMBU Hair may use basic website technologies that are necessary for website functionality, security, navigation, or performance.

If EMBU Hair later uses cookies, analytics tools, tracking pixels, or similar technologies, this Privacy Policy may be updated to explain how those technologies are used.

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## **Data Security Practices**

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EMBU Hair takes reasonable administrative, technical, and organizational steps to help protect personal information from unauthorized access, loss, misuse, alteration, or disclosure.

These practices may include:

- Using secure business platforms
- Limiting access to personal information
- Using password-protected systems
- Maintaining customer records in controlled systems
- Working with reputable service providers
- Reviewing communication and data handling practices
- Using customer information only for legitimate business purposes

No method of electronic storage or transmission is completely secure. EMBU Hair cannot guarantee absolute security, but EMBU Hair takes reasonable steps to protect customer information.

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## **Data Retention**

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EMBU Hair retains personal information only for as long as reasonably necessary for business, customer service, legal, regulatory, and operational purposes.

This may include retaining information for:

- Appointment records
- Customer service history
- Communication records
- Salon service history
- Business administration
- Legal or regulatory compliance
- Dispute resolution

- Internal recordkeeping

When information is no longer required, EMBU Hair may delete, anonymize, or securely retain it in accordance with applicable business and legal requirements.

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## Third-Party Services

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EMBU Hair may use third-party platforms and service providers to support business operations.

These may include:

- GoHighLevel
- GoHighLevel / LeadConnector
- Insight Salon Software / Salon BOS through salon-software.com
  - Aveda
  - Shop Beauty
  - Facebook
  - Instagram
- Email service providers
- Phone service providers
- SMS service providers
- Voicemail systems
- Customer communication service providers

GoHighLevel is used as a customer relationship management, funnel, automation, and communications platform.

GoHighLevel acts as a data processor/platform for EMBU Hair.

GoHighLevel may store contact data, conversations, forms, customer inquiries, automation workflows, SMS messages, email communications, phone call activity, missed-call callback activity, voicemail-related communications, and appointment-related records on behalf of EMBU Hair.

GoHighLevel enables EMBU Hair to manage SMS, email, calls, customer conversations, automation workflows, and appointment-related communications.

Insight Salon Software / Salon BOS is used for appointment booking through salon-software.com.

Third-party providers are only permitted to process information as needed to support the services they provide to EMBU Hair.

EMBU Hair does not authorize third-party providers to sell customer information.

EMBU Hair does not authorize third-party providers to use SMS opt-in data for their own marketing purposes.

SMS consent is not shared with affiliates or third parties for marketing or promotional purposes.

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## Your Rights & Choices

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Depending on applicable privacy laws, you may have the right to:

- Request access to your personal information
- Request correction of inaccurate information
- Request deletion of certain personal information
- Withdraw consent for certain communications
  - Opt out of promotional communications
- Ask questions about how your information is collected, used, stored, or protected

To make a privacy-related request, contact EMBU Hair:

Email: [info@embuhair.com](mailto:info@embuhair.com)

Kingsway Location: 416-233-7272

Junction Location: 416-604-2200

SMS Number: 437-475-7272

EMBU Hair may need to verify your identity before completing certain privacy requests.

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## Opt-Out Instructions

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You may opt out of SMS messages at any time by replying:

STOP

You may request help by replying:

HELP

You may also contact EMBU Hair directly:

Kingsway Location: 416-233-7272

Junction Location: 416-604-2200

Email: [info@embuhair.com](mailto:info@embuhair.com)

SMS Number: 437-475-7272

You may unsubscribe from promotional emails by using the unsubscribe link in the email, where available, or by contacting EMBU Hair directly.

Even if you opt out of promotional communications, EMBU Hair may still send service-related communications where permitted, such as appointment confirmations, appointment reminders, booking changes, or responses to customer requests.

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## Children's Information

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EMBU Hair does not knowingly collect personal information from children under the age of 13 without appropriate consent from a parent or guardian.

If EMBU Hair becomes aware that personal information has been collected from a child without appropriate consent, EMBU Hair will take reasonable steps to delete that information.

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## Changes to This Policy

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EMBU Hair may update this Privacy Policy from time to time to reflect changes in business practices, legal requirements, communication systems, appointment systems, or third-party services.

Any updates will be posted on the EMBU Hair website with a revised “Last Updated” date.

Continued use of the website or EMBU Hair services after changes are posted means you accept the updated Privacy Policy.

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## Contact Information

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For questions about this Privacy Policy or how EMBU Hair handles personal information, please contact:

EMBU Hair

Website: <https://embuhair.com>

Email: [info@embuhair.com](mailto:info@embuhair.com)

SMS Number: 437-475-7272

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3018 Bloor Street West

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Phone: 416-604-2200

Email: [embujunction@gmail.com](mailto:embujunction@gmail.com)

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