

Privacy Policy for SMS Communications

Effective Date: 1/31/2025

House of Blondes ("we," "us," or "our") values your privacy and is committed to protecting your personal information. This Privacy Policy describes how we collect, use, and protect your data when you opt-in to receive SMS communications from us under the 10DLC (10-Digit Long Code) Federal compliance requirements.

1. Information We Collect

When you opt-in to receive SMS messages, we may collect the following information:

- Your mobile phone number
- Your name (if provided)
- Any preferences or information you provide when subscribing to our messages

2. How We Use Your Information

We use your information solely for the purposes of sending SMS messages related to:

- Transactional notifications (order updates, appointment reminders, etc.)
- Customer service and support

3. SMS Opt-In & Consent

By providing your mobile number and opting in via our website, sign-up form, or keyword-based SMS opt-in, you consent to receive SMS messages from us. Consent is **not** required as a condition of purchase.

4. Opt-Out Policy

You may opt out of SMS communications at any time by replying **STOP** to any message you receive. Once you opt out, you will no longer receive SMS messages unless you re-subscribe.

5. Message Frequency & Costs

Message frequency may vary. Standard message and data rates may apply based on your mobile carrier's terms.

6. Data Security

We take appropriate security measures to protect your personal information from unauthorized access, disclosure, or misuse.

7. Sharing of Information


We do **not** sell, trade, or rent your personal information to third parties. However, we may share your information with trusted service providers who help us deliver SMS communications, under strict confidentiality agreements.


8. Changes to This Policy


We reserve the right to update this Privacy Policy at any time. Changes will be posted on this page with an updated "Effective Date."

9. Contact Us

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

 info@thehouseofblondes.com

 239-287-3639

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