

# The Hot Yoga Spot — Privacy Policy

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**Effective Date:** January 1, 2011 **Last Updated:** April 21, 2026

The Hot Yoga Spot ("we," "us," "our") respects your privacy. This Privacy Policy explains what personal information we collect, how we use it, how we protect it, and the choices you have when you visit our website (thehotyogaspot.com), attend our classes, purchase our services, or work with us as a teacher or independent contractor.

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## 1. Information We Collect

We collect information in three categories, depending on how you interact with us.

### Information you provide to us directly:

- Name, email address, phone number, and mailing address
- Payment information (processed by our payment provider; we do not store full card numbers)
- Emergency contact information required for class participation
- Health disclosures you voluntarily provide on liability waivers or intake forms
- Account credentials if you create a login on our website or staff app
- Any information you provide when contacting us by email, phone, SMS, or in person

### Information collected automatically when you use our website:

- IP address, browser type, operating system, and device identifiers
- Pages viewed, time spent on the site, and referring URL
- Information collected through cookies and similar technologies (see Section 10)

### Information we receive from third parties:

- Class scheduling and booking data from our studio management software
  - Payment confirmation details from our payment processors
  - Website analytics data from services such as Google Analytics
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## 2. How We Use Your Information

We use the information described above to:

- Provide and manage our yoga classes, memberships, and related services
- Process payments, confirm bookings, and send receipts
- Communicate with you about your account, class schedules, cancellations, and service updates
- Send operational SMS reminders to staff and independent contractor teachers (see Section 3)

- Send marketing communications only where you have opted in
- Respond to your questions and customer service requests
- Improve our website, services, and class offerings
- Comply with legal obligations, prevent fraud, and enforce our terms of service
- For teachers and contractors: manage scheduling, track workplace accountability through our internal staff app, and fulfill operational needs of the contractor relationship

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### 3. SMS and Text Message Communications

The Hot Yoga Spot uses SMS to communicate with two groups of people.

**a) Independent contractor teachers (staff reminders).** Teachers who lead classes at our studios receive operational SMS reminders as part of their contractor relationship with The Hot Yoga Spot. These messages are sent when a teacher has not submitted their required after-class accountability checklist within a defined time window after class ends. Consent is obtained during contractor onboarding through a signed contractor agreement, and it is reconfirmed during account setup in our internal staff application. Phone numbers collected for this purpose are stored in our internal system and used solely for operational staff communications.

**b) Class participants (where applicable).** Where we have obtained your consent, we may send booking confirmations, class cancellations, schedule changes, or administrative notifications by text message.

#### For all SMS communications:

- **Opt-out.** You can opt out of any SMS from us at any time by replying **STOP** to any message. You will receive one confirmation message and no further messages.
- **Help.** Reply **HELP** to any message for assistance, or contact us using the information in Section 13.
- **No unsolicited marketing.** We do not send marketing or promotional SMS without your explicit prior consent.
- **No sale or sharing of phone numbers.** Phone numbers collected for SMS are never sold, rented, or shared with third parties for marketing purposes. Phone numbers are shared only with our SMS service provider (currently Twilio) for the sole purpose of delivering the messages described above.
- **Message and data rates may apply** depending on your mobile carrier and plan.
- **Message frequency varies** based on operational needs — typically a few messages per week for teachers, and fewer for class participants.

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### 4. How We Share Your Information

We do not sell your personal information. We share information only in the following limited circumstances:

- **Service providers.** With trusted vendors who help us operate our business — including payment processors, scheduling software, SMS and email service providers, and web hosting. These vendors are contractually required to keep your information confidential and use it only for the purposes we direct.
  - **Legal requirements.** When required by law, subpoena, or court order; to respond to a lawful government request; to enforce our terms of service; or to protect the rights, property, or safety of The Hot Yoga Spot, our customers, or others.
  - **Business transfers.** In the event of a merger, acquisition, or sale of business assets, your information may be transferred to the successor organization, subject to this Privacy Policy.
  - **With your consent.** In any other case where you have given us explicit permission to share.
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## 5. Data Retention

We retain personal information only as long as necessary to fulfill the purposes described in this policy, to meet our legal and contractual obligations, and to resolve disputes. When information is no longer needed, we delete or anonymize it. SMS logs and phone numbers associated with opted-out users are retained only as long as required to honor the opt-out and comply with legal obligations.

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## 6. Your Rights and Choices

Depending on where you live, you may have the following rights regarding your personal information:

- **Access** — request a copy of the personal information we hold about you
- **Correction** — request that we correct inaccurate information
- **Deletion** — request that we delete your personal information, subject to legal retention requirements
- **Opt-out of marketing** — unsubscribe from marketing email using the link in every marketing message, or from SMS by replying STOP
- **Cookie preferences** — control cookies through your browser settings

To exercise any of these rights, contact us using the information in Section 13.

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## 7. Children's Privacy

Our services are not directed to children under 13, and we do not knowingly collect personal information from children under 13. If we learn that we have collected information from a child under 13 without verifiable parental consent, we will delete it promptly.

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## 8. Data Security

We take reasonable technical and organizational measures to protect your information from unauthorized access, loss, misuse, and alteration. No method of transmission over the Internet or electronic storage is completely secure, however, and we cannot guarantee absolute security.

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## 9. Third-Party Services

Our website and operations use third-party services which may include, but are not limited to:

- Payment processors for transaction handling
- Studio management and scheduling software
- Email delivery services for transactional and marketing messages
- SMS service providers (currently Twilio)
- Website analytics services (such as Google Analytics)
- Website and hosting platforms

Each of these services has its own privacy policy governing its handling of data.

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## 10. Cookies and Tracking Technologies

Our website uses cookies and similar technologies to recognize returning visitors, remember your preferences, analyze site usage, and improve our services. You can control cookies through your browser settings, but disabling them may limit some website functionality.

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## 11. California, Colorado, and Other State Privacy Rights

Residents of certain U.S. states — including California, Colorado, Connecticut, Utah, and Virginia — have additional rights under their state privacy laws. These include the right to know what information we collect, the right to request deletion, the right to opt out of the sale or sharing of personal information (we do not sell personal information), and the right to non-discrimination for exercising these rights. To exercise these rights, contact us using the information in Section 13.

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## 12. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. When we do, we will revise the "Last Updated" date at the top of this page and, for material changes, notify you through our website or by email. Your continued use of our services after changes are posted constitutes acceptance of the updated policy.

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### **13. Contact Us**

If you have questions about this Privacy Policy or wish to exercise any of your rights, contact us at:

**The Hot Yoga Spot** 1475 Western Ave. Albany, NY 12203 Email: [jessica@thehotyogaspot.com](mailto:jessica@thehotyogaspot.com)  
Phone: 518-219-8133 Website: <https://thehotyogaspot.com>