**Privacy Policy for Ultimate Martial Arts**

**Introduction**
Ultimate Martial Arts values your privacy and is committed to protecting your personal data. This Privacy Policy outlines how we collect, use, and safeguard your information in accordance with applicable laws and regulations, including the Telephone Consumer Protection Act (TCPA) and the General Data Protection Regulation (GDPR), where applicable. This policy applies to our website <https://ultimatemartialartsinc.com> and any of our marketing activities, including SMS, email, and phone communications.

By visiting our website or interacting with our services, you agree to the collection and use of information in accordance with this policy.

**1. Information We Collect**

We collect the following types of information to provide and improve our services:

* **Personal Information**: This includes your name, phone number, email address, mailing address, and any other details you provide when you register for classes, subscribe to newsletters, or communicate with us.
* **Usage Data**: We collect information about how our website and services are accessed and used. This can include information like IP addresses, browser types, operating systems, and pages visited on our website.
* **Payment Information**: If you make a payment for services, we may collect billing details like credit card information or other payment methods.
* **Cookies and Tracking Technologies**: We use cookies and similar tracking technologies to enhance your experience on our website and collect usage data. Cookies are small files stored on your device that help us improve website functionality and analyze user behavior. By using our website, you consent to our use of cookies.

**2. How We Use Your Information**

Your information is used for several purposes, including but not limited to:

* **Providing Services**: To process your registrations, payments, and communications with you regarding your classes, memberships, or bookings.
* **Marketing Communications**: To send you promotional materials, including newsletters, updates, and special offers via SMS, email, and phone calls. By providing your contact details, you consent to receiving marketing messages.
* **Improving Our Services**: To analyze usage data to improve our website and services, ensuring a better user experience.

**3. TCPA Compliance & Marketing Communications**

In compliance with the Telephone Consumer Protection Act (TCPA), we require your express consent before sending marketing messages, including SMS, emails, or phone calls. Here’s how we comply:

* **Opt-In Consent**: You must actively opt in (i.e., by subscribing or giving explicit consent) to receive marketing communications from us via text, email, or phone.

By providing your phone number or email address, you consent to receive marketing communications such as promotions, updates, and other information from us.

You can opt in through our website, SMS subscription forms, or in-person at our center.

* **Opt-Out Option**: You may opt out of marketing messages at any time. For SMS communications, you can text STOP to opt out. For email communications, you can unsubscribe by clicking the “unsubscribe” link at the bottom of any promotional email.
* **Message Frequency**: We will inform you of the frequency of our marketing messages at the time of opting in. These messages may include class promotions, reminders, and exclusive offers.
* **No Charges for Opting-In**: There is no charge for opting into our marketing communications, but standard carrier message rates may apply for SMS messages, depending on your mobile plan.

**4. Third-Party Sharing of Information**

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

* **Service Providers**: We may share your information with trusted third-party vendors who assist us in processing payments, delivering marketing communications, and providing customer support. These third parties are required to protect your information and may only use it for the services they provide to us.
* **Legal Requirements**: We may disclose your information if required to do so by law, such as in response to a subpoena or court order, or to protect our rights or the safety of others.

**5. Data Protection and Security**

We implement industry-standard security measures to protect your personal data from unauthorized access, use, or disclosure. However, no data transmission over the internet or method of electronic storage is completely secure, and we cannot guarantee the absolute security of your information.

**6. Your Rights**

As a user of our website and services, you have the following rights regarding your personal information:

* **Access and Correction**: You can request access to the personal information we hold about you and ask for it to be corrected or updated.
* **Data Deletion**: You have the right to request the deletion of your personal data, except where we are required to retain it for legal or contractual reasons.
* **Opt-Out**: You can withdraw your consent to receive marketing messages at any time. You can unsubscribe from email communications or text “STOP” to opt-out of SMS messages.
* **Children’s Privacy**: Our services are not intended for children under 13, and we do not knowingly collect personal information from children. If you believe we have inadvertently collected such information, please contact us to have it removed.

To exercise any of these rights, please contact us at tommalone1974@yahoo.com or elvie.dinopol84@gmail.com.

**7. Cookies and Tracking Technologies**

We use cookies to enhance your experience, analyze traffic, and provide personalized content. Cookies are small files stored on your device. By using our website, you consent to the use of cookies. You can manage cookie preferences in your browser settings. For detailed information, please refer to our **Cookies Policy**.

**8. Changes to This Privacy Policy**

We may update our Privacy Policy from time to time. Any changes will be posted on this page with an updated Effective Date. We encourage you to review this policy periodically for any updates.

**9. Contact Us**

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

Ultimate Martial Arts
Email: tommalone1974@yahoo.com / elvie.dinopol84@gmail.com
Phone: 1 763-647-9755 / 1 763-313-1774
Website: https://ultimatemartialartsinc.com