

Privacy Policy

Effective September 27, 2026

Wellness, curated - not prescribed.

The Brassie Wellness Lounge ("Brassie," "we," "our," or "us") respects your privacy and is committed to protecting the personal information you share with us. This Privacy Policy explains how information may be collected, used, shared, and protected when you visit **brassiewellness.com**, contact us, schedule services, complete forms, or otherwise interact with Brassie.

Information We May Collect

Depending on how you interact with Brassie, we may collect information such as your name, email address, telephone number, appointment requests, scheduling preferences, service interests, membership inquiries, and information you provide during a Curation Call.

Health and Wellness Information

When necessary to evaluate eligibility or provide services, you may be asked to provide health history, medications, allergies, current symptoms, pregnancy status, wellness goals, or other health-related information. Health information required for clinical services may be collected through separate intake, screening, telehealth, electronic health record, or clinical systems rather than through the public-facing website.

Payment Information

When you purchase or reserve services, payment information may be processed by third-party payment processors. Brassie generally does not directly store complete credit or debit card information.

Website Usage Information

Our website and service providers may automatically collect certain information, including browser type, device information, IP address, pages visited, referring pages, and general website activity.

How We Use Your Information

- Respond to questions and service inquiries.
- Schedule Curation Calls, appointments, and wellness services.
- Determine appropriate next steps in the intake and screening process.
- Communicate appointment confirmations, reminders, changes, and follow-up information.
- Administer memberships and client accounts.
- Process payments and transactions.
- Provide customer service and improve the Brassie client experience.
- Send marketing or promotional communications when permitted.
- Maintain records required for business, clinical, regulatory, or legal purposes.
- Protect the safety, security, and integrity of Brassie, our clients, and our systems.

Health Information and Clinical Services

Information collected in connection with clinical services may be subject to additional privacy protections under applicable federal and state laws. When applicable, protected health information may be handled according to separate privacy practices, consent forms, clinical policies, or notices provided during the intake or treatment process. Submission of information through the general Brassie website or ordinary email should not be used for medical emergencies or highly sensitive medical communications unless you have specifically been directed to use a secure method.

Cookies and Website Technologies

Our website may use cookies and similar technologies to support site functionality, understand website traffic, remember preferences, and improve the user experience. Third-party services integrated with the website may also use cookies or related technologies according to their own privacy policies. You may be able to control certain cookies through your browser or device settings.

Third-Party Service Providers

Brassie may use third-party companies to support business operations, including website hosting, scheduling and booking, electronic forms, telehealth, payment processing, email and text communications, analytics, customer relationship management, and clinical documentation or health-record systems. These companies may receive information only as necessary to perform services on our behalf or as otherwise permitted by law.

Payment Services

Payments may be processed through third-party payment providers. Payment providers may collect financial and transaction information necessary to process your payment. Brassie does not control the independent privacy practices of third-party payment platforms.

Marketing Communications

If you choose to receive promotional emails or text messages from Brassie, we may use your contact information to send updates, special offers, wellness information, or announcements. You may opt out of marketing communications at any time by using the unsubscribe option provided or contacting us directly. Opting out of marketing communications does not prevent Brassie from sending necessary administrative or appointment-related communications.

How We Share Information

Brassie does **not sell your personal information**. We may share information when reasonably necessary with:

- Service providers supporting our operations.
- Healthcare professionals or clinical partners involved in your care, when appropriate and permitted.
- Payment processors and vendors assisting with scheduling, communications, or technology.
- Government agencies, regulators, law enforcement, or other parties when required by law.
- Professional advisers, such as attorneys, accountants, insurers, or compliance consultants.

We may also disclose information when necessary to protect health, safety, legal rights, property, or security.

Data Security

Brassie uses reasonable administrative, technical, and physical safeguards designed to protect personal information. However, no website, electronic transmission, email system, or electronic storage method can be guaranteed to be completely secure. We encourage clients to use designated secure systems when transmitting sensitive health or personal information.

Data Retention

We may retain personal information for as long as reasonably necessary to provide requested services, maintain business and clinical records, meet legal and regulatory requirements, resolve disputes, enforce agreements, and protect Brassie's legitimate business interests. Retention periods may vary depending on the type of information and applicable requirements.

Your Privacy Choices

Depending on applicable law and the nature of the information involved, you may be able to request that Brassie correct inaccurate contact information, update communication preferences, stop marketing communications, provide information about certain personal information maintained about you, or address questions regarding how your information is handled. Certain records may need to be retained when required by healthcare, regulatory, tax, insurance, contractual, or other legal requirements.

Children's Privacy

Brassie's public website is not intended to knowingly collect personal information directly from children without involvement of a parent, guardian, or other legally authorized representative when required. Clinical services involving minors are handled according to applicable consent, authorization, and privacy requirements.

External Links

Our website may contain links to third-party websites or services. Brassie is not responsible for the privacy, security, content, or practices of websites operated by other organizations. We encourage you to review the privacy policies of third-party services before providing personal information.

Changes to This Privacy Policy

We may update this Privacy Policy periodically to reflect changes in our services, technology, business practices, or legal requirements. The current version will be posted on our website with the updated effective date.

Contact Us

Questions regarding this Privacy Policy may be directed to:

The Brassie Wellness Lounge

Marietta, Georgia

Email: concierge@brassiewellness.com

Website: brassiewellness.com

This website privacy policy is separate from any clinical Notice of Privacy Practices or other privacy notice that may apply to protected health information.