**Privacy Policy**

**1. Introduction**

At Serenite Wellness, we value your privacy and are committed to protecting your personal information. This Privacy Policy outlines how we collect, use, and safeguard your data when you visit our website, book services, or interact with us.

**2. Information We Collect**

We may collect the following types of personal information:

* **Contact Details** – Name, phone number, email, and address.
* **Appointment Information** – Booking history, service preferences, and communications.
* **Payment Details** – Billing information (securely processed through third-party payment providers).
* **Health & Wellness Information** – Any voluntarily provided details relevant to services received.
* **Website & Usage Data** – Analytics, cookies, and browsing activity (if applicable).

**3. How We Use Your Information**

We use collected data to:

* Provide wellness services and schedule appointments.
* Communicate with clients regarding bookings, promotions, or updates.
* Improve our services based on user preferences and feedback.
* Process payments securely through third-party platforms.
* Ensure compliance with legal requirements if necessary.
* Analyze trends in wellness and holistic health practices.
* Contribute to industry studies, educational resources, or wellness innovations.
* Support professional development and training in health and wellness practices.

All information stays anonymous unless written or verbal consent is obtained in advanced.

**4. How We Protect Your Information**

We implement security measures to safeguard your personal data from unauthorized access, loss, or misuse. Any sensitive information, including payment details, is encrypted and processed securely.

**5. Sharing & Disclosure**

Your personal information **will not be sold or shared** with third parties except in the following cases:

* When required by law or regulatory authorities.
* To trusted payment processors or service providers assisting in business operations.
* With your consent for referrals or wellness collaborations.

**6. Cookies & Website Data (If Applicable)**

Our website may use cookies or analytics tools to enhance your browsing experience. You can modify cookie settings through your browser preferences.

**7. Your Rights & Choices**

You have the right to:

* Access, update, or request deletion of your personal information.
* Opt out of marketing communications at any time.
* Request details about how your data is used.

**8. Changes to This Policy**

We may update this Privacy Policy at any time. Significant changes will be communicated via our website or email notifications.

**9. Contact Us**

For questions regarding our privacy practices or to request updates to your data, please contact us at **info@serenitewellness.com**.