

Privacy Policy

The Happy Ending Co

Effective Date: Jan 1st, 2026

IMPORTANT NOTICE REGARDING TEXT MESSAGING DATA

The Happy Ending Co (“we,” “us,” or “our”) DOES NOT share customer opt-in information, including phone numbers and consent records, with any affiliates or third parties for marketing, promotional, or any other purposes unrelated to providing our direct services. All text messaging originator opt-in data is kept strictly confidential.

1. Information We Collect

We collect the following types of information:

- **Personal Information:**
 - Name, email address, phone number, physical address
 - Payment information when you make a purchase or request a quote
 - Opt-in records and timestamps for all communication channels (SMS, email, etc.)
 - **Non-Personal Information:**
 - IP address, browser type, device information
 - Website usage patterns and analytics
 - Cookies and similar technologies
 - **Customer Communication:**
 - Records of inquiries and service requests
 - Appointment details and preferences
 - Service history and feedback
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2. How We Use Your Information

We use collected data for:

- Providing and improving our services
 - Processing transactions and payments
 - Communicating with you about your inquiries, appointments, and promotions
 - Enhancing website functionality and user experience
 - Ensuring security and fraud prevention
 - Maintaining records of your communication preferences and consent
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3. SMS Messaging & Compliance

Text Message Program Terms & Conditions

By opting into our SMS messaging services, you agree to receive text messages related to our services, including appointment reminders, customer support, and important updates.

Opt-In Consent:

- You must verify your consent. If you have explicitly opted in, we will maintain timestamped records of all sign-in actions.
- We comply with the Telephone Consumer Protection Act (TCPA) and all applicable laws.

Opt-Out Instructions:

- Users can opt out of marketing messages by replying “STOP.”
 - All opt-out requests will be processed in real-time.
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4. Information Sharing & Disclosure

Mobile Information & Data Sharing:

No mobile information will be shared with third parties/affiliates for marketing/promotional purposes. Information sharing to subcontractors in support services, such as customer service, is permitted. All other use case categories exclude text messaging

originator opt-in data and consent; this information will not be shared with any third parties.

- We do not sell, rent, or trade personal information. We may share information with:

Service Providers:

- Third-party vendors that assist in our operations (e.g., payment processing, appointment scheduling).
- SMS aggregators who provide messaging services for us.

Legal Compliance:

- Required by law to disclose personal information (e.g., subpoena, court orders).

5. Data Security

We implement both administrative and technical measures to protect your personal information.

- Development and certified data encryption methods
- Secure access controls and data protection

Despite these measures, no method of transmission over the internet or electronic storage is 100% secure. We will use commercially acceptable means to protect your personal information but cannot guarantee absolute security.

6. Cookies & Tracking Technologies

We use cookies and similar technologies for:

- Analyzing site traffic and user behavior
 - Remembering your preferences
 - Improving website functionality and user experience
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7. Your Rights & Choices

- You have the right to:
 - Access, update, or delete your personal information
 - Opt-out of marketing emails by clicking “unsubscribe”
 - View, update, or delete your website information
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8. Third-Party Links

Our website may contain links to third-party websites; we are not responsible for their privacy practices.

9. Changes to This Privacy Policy

We may update this policy periodically. The latest version will be published on our website.

10. Contact Us

If you have any questions about this Privacy Policy, please contact us at:

- **Email:** thehappyendco@gmail.com
- **Phone:** (979) 282-3092
- **Website:** <https://www.thehec.store>

By using our website and services, you consent to this Privacy Policy.