

# Privacy Policy

**Effective Date:** July 6, 2026

## Privacy Policy

Cameo Beauty Academy ("Cameo Beauty Academy," "we," "our," or "us") is committed to protecting your privacy and safeguarding the personal information you provide when you visit our website, request information, apply for admission, enroll in a program, or otherwise interact with us.

This Privacy Policy explains what information we collect, how we use it, how we protect it, when we may share it, and the choices available to you.

By accessing or using our website, you acknowledge that you have read and understand this Privacy Policy.

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## Information We Collect

We may collect personal information that you voluntarily provide to us, including:

- Full name
- Email address
- Mobile or telephone number
- Mailing address
- Date of birth
- Program(s) of interest
- Educational background
- High school graduation or GED status
- Financial aid inquiry information
- Appointment requests
- Information submitted through contact forms, surveys, chat, text messages, emails, phone calls, or applications

When permitted by law, we may also collect information necessary to process admissions, financial aid, or enrollment.

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## Information Collected Automatically

When you visit our website, we may automatically collect certain information, including:

- IP address
- Browser type and version
- Device type
- Operating system
- Internet service provider
- Pages viewed
- Time spent on pages
- Referring websites
- Clickstream data
- Cookies and similar technologies

This information helps us improve our website and better understand how visitors use our services.

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## **How We Use Your Information**

We may use your information to:

- Respond to requests for information
  - Contact prospective students regarding admissions
  - Schedule appointments and campus tours
  - Process applications
  - Communicate about enrollment
  - Provide student services
  - Respond to customer service inquiries
  - Send requested materials
  - Improve our website and educational services
  - Conduct internal analytics and reporting
  - Comply with legal and accreditation requirements
  - Prevent fraud and unauthorized activity
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## **Marketing Communications**

If you request information or otherwise consent, Cameo Beauty Academy may contact you by:

- Telephone
- Email
- SMS/Text Message

Communications may include:

- Admissions information
- Appointment reminders
- Campus tour scheduling
- Enrollment updates
- Financial aid information
- Student support
- Event invitations
- Important school announcements

Consent to receive communications is **not** a condition of enrollment or purchase.

You may opt out of marketing communications at any time using the methods described below.

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## **SMS/Text Messaging**

If you provide your mobile number and consent to receive SMS messages, we may send text messages regarding admissions, appointments, enrollment, financial aid, student services, and other school-related communications.

**Message frequency varies.**

**Message and data rates may apply.**

Reply **STOP** to unsubscribe from future SMS communications.

Reply **HELP** for assistance.

You may also contact us directly using the information below.

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## **Cookies and Tracking Technologies**

Our website may use:

- Cookies
- Google Analytics
- Google Tag Manager
- Meta (Facebook) Pixel
- Conversion tracking technologies
- Similar analytics and advertising tools

These technologies help us:

- Improve website performance
- Measure advertising effectiveness
- Better understand visitor behavior
- Enhance user experience

Most web browsers allow you to manage or disable cookies. Certain website features may not function properly if cookies are disabled.

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## Advertising

We may advertise using:

- Google Ads
- Facebook
- Instagram
- Microsoft Advertising
- Other online advertising platforms

These providers may use cookies or similar technologies to measure campaign performance and improve advertising relevance.

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## Sharing Your Information

We do **not** sell your personal information.

We may share information with trusted service providers who assist us in operating our business, including providers of:

- Customer relationship management (CRM) systems
- Student information systems
- Marketing automation platforms
- Email delivery services
- SMS messaging services
- Website hosting
- Analytics services
- Payment processing
- Technical support

These providers are authorized to use your information only as necessary to perform services on our behalf.

We may also disclose information when required by law or when necessary to protect the rights, property, or safety of Cameo Beauty Academy, our students, or others.

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## **Mobile Information Privacy**

**No mobile information will be shared with third parties or affiliates for marketing or promotional purposes.**

All categories above exclude text messaging originator opt-in data and consent. This information will not be shared with any third parties except service providers who facilitate messaging services on our behalf.

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## **FERPA**

Student education records are governed by the Family Educational Rights and Privacy Act (FERPA) and applicable federal and state laws.

This Privacy Policy does not replace or modify any rights provided under FERPA.

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## **Data Security**

We maintain reasonable administrative, technical, and physical safeguards designed to protect personal information against unauthorized access, disclosure, alteration, or destruction.

Although we strive to protect your information, no method of transmission over the Internet or electronic storage is completely secure.

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## **Retention of Information**

We retain personal information only as long as reasonably necessary to:

- Provide educational services
- Maintain student records
- Meet legal obligations
- Resolve disputes
- Enforce agreements

- Comply with accreditation and regulatory requirements
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## **Your Privacy Rights**

Depending on applicable law, you may have the right to:

- Request access to your personal information
- Request correction of inaccurate information
- Request deletion of certain personal information
- Opt out of certain marketing communications
- Exercise additional rights provided under applicable privacy laws

Requests will be reviewed and handled in accordance with applicable law.

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## **Children's Privacy**

Our website is not intended for children under the age of 13.

We do not knowingly collect personal information from children under 13.

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## **Third-Party Websites**

Our website may contain links to third-party websites.

We are not responsible for the privacy practices or content of those websites.

We encourage you to review the privacy policies of any third-party sites you visit.

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## **Changes to This Privacy Policy**

We may update this Privacy Policy from time to time.

Any updates will be posted on this page with a revised Effective Date.

Continued use of the website after changes are posted constitutes acceptance of the updated Privacy Policy.

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## Contact Us

If you have questions regarding this Privacy Policy, your personal information, or your privacy rights, please contact us:

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