

Privacy Policy

Shangri-La Therapeutic Academy of Riding · Effective May 27, 2026

This Privacy Policy describes how Shangri-La Therapeutic Academy of Riding ("we," "us," or "our") collects, uses, stores, and protects information when you interact with our organization and any text-message communications you receive from us.

Information We Collect

We may collect the following categories of personally identifiable information (PII):

- Name
- Phone or mobile number
- Email address
- Mailing or physical address
- Account, billing, and service-related information
- Information you voluntarily provide through forms, support requests, or other communications

How We Use Information

We use the information we collect to:

- Provide, operate, and maintain our products and services
- Send transactional messages, account notifications, service updates, and appointment or order confirmations
- Respond to inquiries and provide customer support
- Send SMS or text messages to mobile numbers that have explicitly opted in
- Comply with legal, regulatory, and contractual obligations

SMS and Text Messaging

If you opt in to receive SMS messages from Shangri-La Therapeutic Academy of Riding, we collect your mobile number and the consent you provide for the purpose of sending you the messages described at the point of opt-in. You may opt out at any time by replying **STOP** to any message, and you may reply **HELP** for assistance. Message and data rates may apply.

No phone/mobile number information will be shared with third parties/affiliates for marketing/promotional purposes. All the above categories exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties.

How We Share Information

We do not sell or rent personal information. We may share information only as follows:

- **Service providers:** with vendors and contractors who perform services on our behalf (for example, hosting, communications platforms, payment processing) and who are bound to handle the information consistent with this policy.
- **Legal requirements:** when required by law, subpoena, court order, or other lawful request from government authorities.
- **Business transfers:** in connection with a merger, acquisition, or sale of business assets, subject to confidentiality protections.

SMS opt-in data and consent are never shared with third parties or affiliates for any purpose.

Data Retention and Security

We retain personal information only as long as necessary to provide our services, meet legal obligations, resolve disputes, and enforce our agreements. We use commercially reasonable administrative, technical, and physical safeguards to protect the information we hold against unauthorized access, alteration, disclosure, or destruction.

Your Choices

- **Opt out of SMS:** reply **STOP** to any text message from us.
- **Access or deletion requests:** contact us using the information below to request access to, correction of, or deletion of your personal information, subject to applicable law.
- **Email communications:** use the unsubscribe link in any marketing email, or contact us directly.

Children's Privacy

Our services are not directed to children under 13, and we do not knowingly collect personal information from children under 13.

Changes to This Policy

We may update this Privacy Policy from time to time. Material changes will be reflected by updating the effective date at the top of this document.

Contact

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