

PRIVACY POLICY

Ezra Sasao dba. Meliu, LLC. | Virginia | Effective Date: April 29, 2026

This Privacy Policy explains how Ezra Sasao dba. Meliu, LLC. ("we," "us," or "our") collects, uses, and protects your personal information when you use our website or services. By using our site or engaging our services, you agree to the practices described here.

1. Information We Collect

We collect the following types of information:

- Contact information: name, email address, phone number, and mailing address
- Payment information: billing details processed securely through third-party payment processors
- Health and wellness information you voluntarily provide when using our health or wellness services
- Communications: messages, inquiries, and feedback you send us
- Website usage data: pages visited, time on site, browser type, and IP address (collected automatically)

2. How We Use Your Information

We use the information we collect to:

- Provide, fulfill, and improve our consulting, professional, merchandise, and health/wellness services
- Process payments and send order or appointment confirmations
- Communicate with you about your inquiries, appointments, or purchases
- Send updates, newsletters, or promotional information (you may opt out at any time)
- Comply with legal obligations under Virginia and federal law

3. Health and Wellness Information

If you use our health or wellness services, we may collect sensitive personal health information. We handle this data with additional care. We will not share your health information with third parties except as required to provide your services, or as required by law. You have the right to request access to or deletion of this information at any time.

4. Sharing Your Information

We do not sell your personal information. We may share it only in the following circumstances:

- With trusted service providers (payment processors, email platforms, scheduling tools) who are contractually bound to protect your data
- With your consent, or at your direction
- When required by law, regulation, or valid legal process
- To protect the rights, safety, or property of Ezra Sasao dba. Meliu, LLC. or others

5. Payments

Payment information is collected and processed by secure third-party payment processors. We do not store your full credit card or banking details on our systems. All transactions are encrypted using industry-standard security protocols.

6. Your Rights (Virginia Residents)

Under the Virginia Consumer Data Protection Act (VCDPA), you have the right to:

- Know what personal data we hold about you
- Correct inaccurate personal data
- Request deletion of your personal data
- Opt out of the sale of your personal data (we do not sell data)
- Appeal any decision we make regarding your data request

To exercise these rights, contact us at info@xmeliu.com.

7. Data Retention

We retain your information only as long as necessary to fulfill the purposes described in this policy, or as required by law. When data is no longer needed, it is securely deleted or anonymized.

8. Cookies

Our website may use cookies and similar tracking technologies to improve your browsing experience and analyze site traffic. You can control cookie settings through your browser. Disabling cookies may affect some functionality of our site.

9. Third-Party Links

Our website may contain links to third-party sites. We are not responsible for the privacy practices of those sites. We encourage you to review their privacy policies before providing any personal information.

10. Children's Privacy

Our services are not directed to children under the age of 13 or anyone under the age of 18. We do not knowingly collect personal information from children. If you believe a child has provided us with their information, please contact us and we will promptly delete it.

11. Changes to This Policy

We may update this Privacy Policy from time to time. When we do, we will revise the effective date at the top of this page. We encourage you to review this policy periodically.

12. Contact Us

If you have questions or concerns about this Privacy Policy, please contact us:

Ezra Sasao dba. Meliu, LLC.

Email: info@xmeliu.com

Phone: (757) 910-2895

Address: 2008 Bremo Road Suite 110

Richmond, VA 23226