

# Privacy Policy

Last updated: May 23, 2026

**TEMPLATE NOTICE:** This is a template draft. Before publishing, have a Georgia attorney review, especially the SMS consent language (Section 9) and Children's Privacy section (Section 6) since Fin's collects information on minors.

## 1. Introduction

Fin's Mobile Swim School, LLC ("Fin's," "we," "us," or "our") respects your privacy. This Privacy Policy explains what information we collect, how we use it, who we share it with, and your rights regarding your information. By using our services or visiting [finswimschool.com](https://finswimschool.com), you agree to the practices described here.

## 2. Information We Collect

We collect the following categories of information directly from you when you inquire about or book lessons:

- Identification: parent or guardian name, email address, phone number, mailing address.
- Student information: child's first name, last name, date of birth or age, swim skill level, any medical conditions or sensory needs the parent voluntarily discloses.
- Location: home or pool address where lessons will take place. Gate codes, parking notes, and access details voluntarily provided.
- Payment information: processed through Stripe via Jobber. We do not store full credit card numbers ourselves.
- Communication content: the content of text messages, emails, and in-app messages exchanged with Fin's.
- Lesson notes: progress observations, milestones, and coaching notes captured by the instructor after each lesson.
- Images and video: photos or videos of the student, only with a signed Photo and Video Release on file.
- Website analytics: standard browser, device, and session information collected if you visit [finswimschool.com](https://finswimschool.com).

## 3. How We Use Your Information

We use the information we collect to:

- Provide swim instruction services, including scheduling, lesson delivery, and progress tracking.
- Communicate with you about your services (confirmations, reminders, schedule changes, progress updates, weather notices).
- Process payments and issue refunds.
- Maintain accurate records for safety, billing, and operational purposes.
- Improve our services and curriculum based on aggregate, anonymized data.

- Comply with legal obligations.

#### 4. Information We Share

We share information only with the following categories of third parties, and only as needed to deliver our services:

- Jobber: our client management, scheduling, and communications platform.
- Stripe: payment processing for all lesson packs and add-ons.
- Wave: bookkeeping and accounting.
- Slack: internal team communications (limited information; no payment details, no minor's full identifying info shared internally beyond first name and skill level).
- Background-check provider: Checkr, for instructor screening (does not involve client information).
- Legal authorities: when required by law (subpoena, court order, or mandatory child-welfare reporting under Georgia law).

We do not sell, rent, or trade your personal information to advertisers, data brokers, or any third party for marketing purposes.

#### 5. How We Protect Your Information

We use industry-standard administrative, technical, and physical safeguards to protect your information. These include limited access on a need-to-know basis, secure storage with our service providers (Jobber, Stripe, Wave, Slack), and encrypted transmission. No system is perfectly secure, and we cannot guarantee absolute security.

#### 6. Children's Privacy

We collect information on minors as part of providing swim instruction. This information is provided to us by the parent or legal guardian, who must consent on the child's behalf. We do not knowingly collect information directly from children under 13 without parental consent. We comply with the Children's Online Privacy Protection Act (COPPA) and applicable Georgia laws regarding the collection and handling of minors' information.

Parents have the right to review, correct, or request deletion of their child's information at any time by contacting [info@finswimschool.com](mailto:info@finswimschool.com).

#### 7. How Long We Keep Your Information

We retain client information for as long as you are an active client and for up to 7 years after your last lesson, to meet tax, accounting, and legal obligations under Georgia law. We may retain anonymized, aggregate data indefinitely for analytical purposes.

You may request deletion of your information at any time, subject to our legal retention obligations.

#### 8. Your Rights

You have the right to:

- Access the personal information we have about you and your child.

- Correct any inaccurate information.
- Request deletion of your information (subject to legal retention obligations).
- Opt out of marketing communications at any time.
- Withdraw consent for photo or video use (a signed release can be revoked).

To exercise any of these rights, contact [info@finswimschool.com](mailto:info@finswimschool.com). We will respond within 30 days.

## 9. SMS Communication and Consent

By providing your phone number to Fin's, you consent to receive SMS text messages from us at the number provided. These messages may include appointment reminders, lesson confirmations, schedule changes, weather notices, payment receipts, and other transactional or informational messages related to your services.

Message frequency varies based on your lesson schedule. Standard message and data rates may apply per your mobile carrier's plan. Fin's and our SMS provider are not liable for delayed or undelivered messages caused by carrier issues or technical failures.

To opt out, reply STOP to any SMS from Fin's. To get help, reply HELP, or contact us at [info@finswimschool.com](mailto:info@finswimschool.com). After opting out, you will no longer receive non-essential SMS messages. You may still receive critical safety or emergency communications related to active lessons.

Fin's does not sell or share phone numbers collected for SMS communication with third parties for marketing purposes.

## 10. Cookies and Website Analytics

finswimschool.com may use cookies and similar technologies for site functionality, security, and basic analytics. We do not use behavioral advertising cookies or sell browsing data. You can disable cookies through your browser settings; some site features may not work correctly if cookies are disabled.

## 11. Third-Party Links

Our website may link to third-party sites (Jobber's booking portal, Stripe payment pages, etc.). We are not responsible for the privacy practices of these sites. Review their privacy policies independently.

## 12. California Residents

If you are a California resident, you have additional rights under the California Consumer Privacy Act (CCPA), including the right to know what personal information we collect, the right to delete it (subject to exceptions), and the right not to be discriminated against for exercising these rights. To exercise CCPA rights, contact [info@finswimschool.com](mailto:info@finswimschool.com).

## 13. Changes to This Policy

We may update this Privacy Policy from time to time. Updated versions will be posted at [finswimschool.com/privacy](https://finswimschool.com/privacy) with a new 'Last Updated' date. Material changes will be communicated to active clients via email or SMS.

## 14. Contact

Questions, requests, or concerns about this Privacy Policy or our handling of your information:

**Fin's Mobile Swim School, LLC**

Email: [info@finswimschool.com](mailto:info@finswimschool.com)

Phone: 470-470-4375

Mail: [INSERT REGISTERED BUSINESS ADDRESS]

— End of Privacy Policy —