

# Helena's Cleaners

## Privacy Policy

Effective Date: January 1, 2025

Last Updated: April 16, 2026

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At Helena's Cleaners, we respect your privacy and are committed to protecting your personal information. This Privacy Policy explains what information we collect, how we use it, who we share it with, and the choices you have about your data. By using our services, you agree to the practices described below.

### INFORMATION WE COLLECT

We collect information that helps us provide our services and communicate with you. This includes:

Information you provide directly:

- Name, address, email address, and phone number
- Payment card information (processed and stored securely through our point-of-sale provider)
- Delivery and pickup location details
- Communication preferences (text, email)
- Account login credentials for online or kiosk use
- Information about your garments and service history

Information collected automatically:

- Website usage data through Google Analytics (pages visited, time on site, referring source)
- Advertising and engagement data through Facebook tools (for remarketing and audience insights)
- Cookies and similar tracking technologies on our website
- Geofencing data at the time of delivery to confirm order completion
- Device and browser information when you interact with our website or online account

### HOW WE USE YOUR INFORMATION

We use the information we collect for the following purposes:

- Providing and fulfilling dry cleaning, laundry, alteration, pickup, and delivery services

- Processing payments and managing your account
- Sending transactional notifications (order status, ready for pickup, delivery confirmations)
- Sending marketing communications via email and text, with your consent
- Responding to your questions, concerns, or service requests
- Improving our services, website, and customer experience
- Preventing fraud and enforcing our Terms and Conditions
- Complying with legal obligations

## **WHO WE SHARE INFORMATION WITH**

We do not sell your personal information. We share information only with trusted service providers who help us operate our business, and only to the extent necessary to provide services to you. These include:

- SMRT POS — our point-of-sale, customer management, route management, and marketing platform
- Twilio — our SMS/text messaging service provider
- Payment processors — to securely process credit and debit card transactions
- Google Analytics — to understand website usage and improve user experience
- Meta (Facebook) — for advertising, audience insights, and remarketing purposes

We may also disclose information when required by law, in response to valid legal requests, to protect our rights or property, or in connection with a business transaction such as a merger or sale.

## **MARKETING COMMUNICATIONS**

With your consent, we may send you marketing emails and text messages about promotions, services, and company updates. You can opt out at any time:

- Email: click the “unsubscribe” link at the bottom of any marketing email
- Text: reply STOP to any marketing text message
- Account preferences: log in to your account and update your communication settings

Please note that even if you opt out of marketing communications, we will still send you transactional messages related to your orders and services (such as order-ready notifications and delivery confirmations).

## **COOKIES AND TRACKING TECHNOLOGIES**

Our website uses cookies and similar technologies to improve user experience, analyze traffic, and support marketing efforts. Cookies are small files stored on your device that help us recognize you on return visits.

We use the following types of cookies and tracking:

- Essential cookies — required for the website to function properly
- Analytics cookies — through Google Analytics, to understand how visitors use our site
- Advertising cookies — through Meta (Facebook) for remarketing and audience insights

Most web browsers allow you to manage cookie preferences through your browser settings. Disabling certain cookies may affect website functionality.

## **DATA RETENTION**

We retain your personal information for as long as necessary to provide our services, comply with legal obligations, resolve disputes, and enforce our agreements. Specifically:

- Active customer accounts: we retain your information for the duration of your active use of our services
- Inactive accounts: we may retain information for a reasonable period after inactivity to accommodate returning customers
- Transaction and payment records: retained as required by tax, accounting, and legal requirements
- Marketing preferences: retained until you opt out or request deletion

You may request deletion of your account and associated data at any time by contacting us using the information at the bottom of this policy.

## **YOUR RIGHTS AND CHOICES**

You have the right to:

- Access the personal information we hold about you
- Request correction of inaccurate or incomplete information
- Request deletion of your personal information, subject to legal retention requirements
- Opt out of marketing communications at any time
- Request a copy of the information you have provided to us
- Withdraw consent where processing is based on consent

To exercise any of these rights, please contact us using the information at the bottom of this policy. We will respond to verified requests within a reasonable timeframe and as required by applicable law.

## **DATA SECURITY**

We take reasonable and appropriate measures to protect your personal information from unauthorized access, disclosure, alteration, and destruction. Payment card information is processed and stored through PCI-compliant third-party providers and is not stored directly on our systems.

While we implement industry-standard security measures, no method of transmission or storage is completely secure. If we become aware of a data breach that affects your personal information, we will notify you in accordance with applicable law.

## **GEOGRAPHIC SCOPE**

Helena's Cleaners physically operates in Washington State. We primarily serve customers in the Seattle and Greater Eastside area. We occasionally accept garments shipped from customers in other U.S. states, which we clean and ship back. This Privacy Policy applies to all customers regardless of location within the United States.

We do not knowingly collect personal information from customers outside the United States.

## **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 request deletion, and the right to opt out of the sale of personal information. Helena's Cleaners does not sell personal information. To exercise your CCPA rights, please contact us using the information at the bottom of this policy.

## **CHILDREN'S PRIVACY**

Our services are intended for adults. We do not knowingly collect personal information from children under the age of 13. If you believe a child has provided us with personal information, please contact us immediately and we will take steps to delete it.

## **THIRD-PARTY LINKS**

Our website may contain links to third-party websites or services. This Privacy Policy does not apply to those external sites. We encourage you to review the privacy practices of any third-party website you visit.

## **CHANGES TO THIS POLICY**

We may update this Privacy Policy from time to time to reflect changes in our practices, legal requirements, or business operations. The most current version will always be available on our website at [www.helenascleaners.com](http://www.helenascleaners.com). When we make material changes, we will update the “Last Updated” date at the top of this policy. Your continued use of our services following any updates constitutes acceptance of the revised policy.

## **CONTACT US**

If you have any questions, concerns, or requests regarding this Privacy Policy or your personal information, please contact us:

- Text or Call: (206) 202-3686
- Email: [contact@helenasdc.com](mailto:contact@helenasdc.com)
- Website: [www.helenascleaners.com](http://www.helenascleaners.com)

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*Thank you for trusting Helena's Cleaners with your garments and your information.*