Privacy Policy

Waha Massage Studio Last updated: November 16, 2026

1. Overview

At Waha Massage Studio ("Waha," "we," "our," or "us"), we respect your privacy. This Privacy Policy explains how we collect, use, share, and protect your information when you visit our website, use our online booking, communicate with us, receive our emails or text messages, or visit our studio (together, our "Services").

By using our Services, you agree to this Privacy Policy and our Terms of Use. If you do not agree, please do not use our Services.

2. Information We Collect

Contact and identity information: your name, email address, and mobile phone number.

Health information you provide: information you choose to share on intake forms or in conversation, such as areas of pain or discomfort, injuries, surgeries, and other health details needed to provide a safe and appropriate massage.

Account and booking information: your client profile, appointment history, service preferences, and any notes needed to provide your sessions.

Payment information: processed by our third-party payment providers (see Section 8). Waha does not store your full card or bank details.

Communications: messages you send us by email, text, phone, our website chat or contact forms, or in person.

Phone call information: when you call us from our website or ads, our call tracking provider (CallRail) may record the calling number, the date, time, and length of the call, and which page or ad led to the call. Calls are recorded only if you are told so at the start of the call.

Device and usage information: IP address, browser type, operating system, and how you interact with our website, collected through tools such as Wix, Google Analytics, and ClickCease (which helps protect our ads from fraudulent clicks).

Approximate location: only if you use a location-enabled feature and allow it.

3. How We Collect Information

- **Directly from you:** when you book a session, fill out an intake form, sign up for emails or text messages, create an account, or contact us.
- **Automatically:** through cookies and similar technologies when you visit our website (see Section 9).
- **From service providers:** such as our booking, email, analytics, and payment providers, as needed to operate our business.

4. How We Use Information

- **To provide services:** process bookings, maintain your client profile, and deliver the massage services you request safely.
- **To communicate with you:** confirm and remind you of appointments, answer questions, and follow up after sessions.
- **For personalization:** remember your preferences, such as areas of focus.
- **For marketing:** send newsletters, updates, and special offers by email or text message, only if you have opted in. You can opt out at any time.
- **For business operations:** manage appointments, keep records, process payments, and improve our services.
- **For legal, safety, and security purposes:** prevent fraud or misuse, protect our clients and studio, and comply with the law.

We use your health information only to provide safe and appropriate massage services. We never use it for marketing.

5. SMS / Text Messaging

If you opt in to receive text messages from Waha Massage Studio, we will use your mobile phone number to send you appointment confirmations and reminders, updates, and promotional offers.

- **How you opt in:** by checking the text message consent box when booking or signing up on our website, by texting a keyword we advertise, or by giving us your consent in person or in writing.
- **Message frequency:** varies.
- **Cost:** Message and data rates may apply.
- **Opting out:** reply **STOP** to any message to unsubscribe at any time. You will receive one confirmation message, and no further texts will be sent unless you opt in again.
- **Help:** reply **HELP** for assistance, or contact us using the details in Section 14.
- **Consent is not a condition of purchase.** You do not have to agree to receive text messages to book or buy any service.
- Wireless carriers are not liable for delayed or undelivered messages.

No mobile information will be shared with third parties or affiliates for marketing or promotional purposes. All of the categories of information sharing described in this Privacy Policy exclude text messaging originator opt-in data and consent; this information will not be sold, rented, or shared with any third parties. The only exception is the service providers that help us send text messages to you, who may use it only for that purpose.

6. Email Marketing

If you sign up for our newsletter or emails, we will send you updates, wellness content, and offers from Waha. You can unsubscribe at any time using the link in any email or by contacting us.

7. How We Share Information

We do not sell or rent your personal information. We share information only in these cases:

- **Service providers** who help us run our business, such as our website and booking platform (Wix), email and text messaging providers (such as Wix), call tracking (CallRail), ad fraud protection (ClickCease), cookie consent management (Usercentrics), tag management (Google Tag Manager), website features such as chat, forms, reviews, galleries, and fonts (Wix Chat, Boom Form, Google Reviews Pro by MarketPushApps, Wix Pro Gallery, Google Fonts), payment processors (such as PayPal and Stripe), and analytics tools (Google Analytics). They may use your information only to provide services to us.

- **Professional advisors**, such as accountants or lawyers, who are bound by confidentiality.
- **Legal requirements:** when required by law, court order, or a government request, or to protect safety and prevent fraud.
- **Business transfers:** if Waha is sold or merged, information may transfer to the new owner under this Privacy Policy.
- **With your consent.**

As stated in Section 5, mobile phone numbers and text message opt-in data and consent are never shared with third parties for their marketing purposes.

8. Payment Information

Payments for bookings, gift cards, and other purchases are processed by trusted third-party payment processors (such as Stripe or PayPal) that comply with PCI-DSS security standards. Waha does not store your full credit card or bank account details. Your payment details are used only for authorized transactions, such as deposits, service charges, refunds, and applicable fees.

9. Cookies and Tracking

Our website, built on the Wix platform, uses cookies. Cookies are small text files stored in your browser that help the website work and help us understand how visitors use it. Visitors from the European Union and the United Kingdom see a cookie banner on their first visit and can accept or decline non-essential cookies; their choice is saved for 12 months. For all other visitors, including visitors in the United States, analytics cookies load by default. You can opt out at any time by blocking or deleting cookies in your browser settings, or by using the Google Analytics opt-out link below.

Essential cookies (required for the site to work; they do not store personally identifiable information):

Cookie	Purpose	Duration
XSRF-TOKEN, hs	Security and fraud prevention	Session
svSession, wixSession	Maintains user sessions and core site functions	12 months

Cookie	Purpose	Duration
bSession, server-session-bind, client-session-bind	Session tracking and system performance	24 hours / Session
ssr-caching	Improves performance through caching	24 hours
consent-policy	Saves your cookie preferences	12 months
forterToken	Wix fraud prevention (Forter)	Persistent

Performance and analytics cookies (aggregated, anonymous usage data):

Cookie	Provider	Purpose	Duration
_ga, *ga**	Google Analytics	Measures site usage and traffic sources	13 months
bSession	Wix	Measures system performance	24 hours
fedops.logger.sessionId	Wix	Tracks performance errors and stability	12 months

Marketing cookies:

Cookie	Provider	Purpose	Duration
_gcl_au	Google Ads	Measures ad click conversions	90 days

Third-party services on our site, such as Google Analytics, Google Ads, Wix Bookings, CallRail, ClickCease, Omnisend, Usercentrics, Google Tag Manager, Wix Chat, Boom Form, Google Reviews Pro, Google Fonts, and payment processors, may set their own cookies or collect technical information (such as your IP address) under their own privacy policies. The tables above list the main cookies we know of. Wix and these third-party services may set additional cookies, including security cookies that are not visible to scripts in your browser, and the list may change as these providers update their services. You can manage or delete cookies in your browser settings, and you can opt out of Google Analytics at https://tools.google.com/dlpage/gaoptout.

10. Data Retention and Security

We keep your information only as long as needed to provide our Services, maintain client records, and meet legal, tax, and accounting requirements. We use reasonable administrative, technical, and physical safeguards to protect your information. No method of transmission or storage is 100% secure, but we work to protect your data.

To keep our communications safe and professional and to prevent fraud, we may review messages sent to us through our communication channels.

11. Your Rights and Choices

You may at any time:

- Ask to see, correct, or delete the personal information we hold about you
- Unsubscribe from emails using the link in any email
- Stop text messages by replying **STOP**
- Decline non-essential cookies through our cookie banner or your browser settings

To make a request, contact us using the details below. We may need to verify your identity, and we may keep certain records where required by law.

Our data is processed in the United States. Visitors from other regions may have additional rights under their local laws (such as the GDPR) and can contact us to exercise them.

12. Children's Privacy

Our Services are not directed to children under 13, and we do not knowingly collect personal information from them. Clients under 18 must have a parent or guardian's consent to book services.

13. Changes to This Policy

We may update this Privacy Policy from time to time. The "Last updated" date at the top shows when it was last changed. Continued use of our Services after an update means you accept the revised policy.

14. Contact Us

Waha Massage Studio 94 Pleasant Street, Arlington Email: info@wahamassage.com Phone / Text: (857) 410-0305