

PRIVACY POLICY

Last Updated: 2026

PART I

INTRODUCTION

Welcome

Welcome to the website of **Grit and Glamour LLC, doing business as AVO Brows & Beauty** ("AVO Brows & Beauty," "we," "our," or "us").

We value your trust and are committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, store, and protect your personal information when you visit our website, schedule appointments, purchase products or services, enroll in training programs, or otherwise interact with our business.

We believe your personal information should be handled responsibly, transparently, and with respect. This Privacy Policy is intended to help you understand what information we collect, why we collect it, and the choices available to you regarding your information.

Who This Privacy Policy Applies To

This Privacy Policy applies to individuals who:

- Visit our website;
- Request information or consultations;
- Schedule appointments;
- Receive cosmetic, paramedical, or wellness services;
- Purchase products;
- Enroll in educational courses or training programs;
- Subscribe to our email or SMS communications; or
- Otherwise communicate or interact with AVO Brows & Beauty.

This Privacy Policy does not apply to third-party websites or services that are not owned or controlled by AVO Brows & Beauty, even if they are linked from our website.

Company Information

This website is owned and operated by:

Grit and Glamour LLC
Doing Business As AVO Brows & Beauty

San Diego, California

Email: avobrowsandbeauty@gmail.com

Website: <https://www.avobrowsandbeauty.com>

Acceptance of this Privacy Policy

By using our website, scheduling appointments, submitting forms, enrolling in training, purchasing products or services, or otherwise providing personal information to us, you acknowledge that you have read and understand this Privacy Policy.

If you do not agree with this Privacy Policy, please discontinue use of the website and refrain from submitting personal information through our online services.

Changes to this Privacy Policy

As our business continues to grow, our services, technology, and legal obligations may change.

We reserve the right to update this Privacy Policy at any time. Any revisions will become effective when posted on our website unless otherwise stated.

Your continued use of our website or services following the posting of an updated Privacy Policy constitutes your acknowledgment of the revised policy.

The "Last Updated" date at the top of this document reflects the most recent revision.

PART II

INFORMATION WE COLLECT

The information we collect depends upon how you interact with AVO Brows & Beauty.

Some information is provided directly by you, while other information is collected automatically through your use of our website or through trusted third-party service providers that help us operate our business.

Information You Choose to Provide

Depending on your interaction with us, you may voluntarily provide information including:

Personal Information

- First and last name
- Email address
- Mobile telephone number
- Mailing address
- City, State, and ZIP Code

Appointment Information

- Requested services
- Appointment preferences
- Appointment history
- Consultation requests
- Communications with our studio

Treatment Information

For cosmetic, paramedical, and wellness services, you may voluntarily provide information that helps us determine whether a service is appropriate for you.

This may include:

- Previous permanent makeup
- Previous cosmetic procedures
- Allergies

- Medications
- Skin concerns
- Medical conditions
- Pregnancy or nursing status
- Healing history
- Other information relevant to your requested treatment

We request only the information reasonably necessary to evaluate your candidacy, perform services safely, maintain accurate treatment records, and provide appropriate follow-up care.

Professional Treatment Records

Because AVO Brows & Beauty provides cosmetic tattoo, paramedical tattoo, body sculpting, and educational services, we maintain professional treatment records as part of our business operations.

These records may include:

- Consultation forms
- Medical history questionnaires
- Signed consent forms
- Appointment history
- Treatment notes
- Procedure dates
- Products, pigments, and devices used
- Aftercare documentation
- Follow-up communications
- Healing observations

Maintaining accurate treatment records helps us provide consistent, safe, and personalized services while meeting applicable legal, insurance, and business recordkeeping obligations.

Photographs

With your knowledge, photographs may be taken before, during, or after treatment for documentation purposes.

Treatment photographs help us:

- Plan procedures;

- Monitor healing;
- Document treatment progress;
- Maintain accurate client records; and
- Provide continuity of care during future appointments.

Photographs used for treatment documentation are maintained as part of your confidential client record.

Photographs will **not** be used for advertising, marketing, educational presentations, social media, or promotional purposes unless you have separately authorized such use through a written Media Release or Photography Authorization.

Student Information

Individuals applying for or participating in training programs may provide information such as:

- Contact information
- Enrollment applications
- Student agreements
- Liability waivers
- Payment information
- Certification records
- Communications regarding training

This information is used solely for administering educational programs and maintaining accurate student records.

Payment Information

Payments for appointments, products, tuition, and other services are processed through secure third-party payment providers.

AVO Brows & Beauty does not intentionally store complete credit card numbers or payment card security codes on our own systems.

Information Collected Automatically

When you visit our website, certain information may be collected automatically through cookies and similar technologies.

This information may include:

- IP address
- Browser type
- Device type
- Operating system
- Pages visited
- Date and time of visits
- Website activity
- General geographic region
- Referral source
- Cookie identifiers

This information helps us improve our website, understand visitor behavior, maintain security, and evaluate the effectiveness of our marketing efforts.

PART III

HOW WE USE YOUR INFORMATION

AVO Brows & Beauty uses personal information only for legitimate business purposes and in accordance with applicable law.

Depending on your relationship with us, we may use your information to:

- Schedule and manage appointments;
- Provide cosmetic, paramedical, wellness, and educational services;
- Process payments and purchases;
- Maintain professional treatment records;
- Communicate before and after appointments;
- Provide aftercare instructions and follow-up support;
- Respond to inquiries and customer service requests;
- Operate and improve our website;
- Send appointment reminders by email or text message;
- Send newsletters, promotions, or marketing communications where you have elected to receive them;
- Analyze website performance and improve user experience;

- Prevent fraud and unauthorized activity;
- Comply with legal, regulatory, tax, insurance, licensing, and recordkeeping obligations; and
- Protect the rights, safety, and legitimate business interests of AVO Brows & Beauty, our clients, students, and personnel.

How We Use Treatment Records

Treatment documentation is an essential part of providing safe and consistent services.

We use treatment records to:

- Evaluate candidacy for requested services;
- Develop individualized treatment plans;
- Maintain continuity of care between appointments;
- Monitor healing and treatment progress;
- Plan touch-up or maintenance appointments;
- Verify services performed;
- Respond to client questions;
- Maintain accurate business records;
- Comply with legal obligations;
- Resolve disputes or chargebacks; and
- Protect the legitimate interests of both our clients and our business.

Treatment records are maintained only for legitimate business, legal, and operational purposes and are accessible only to authorized personnel and trusted service providers who require access to perform their responsibilities.