

Privacy Policy

What we collect, why we collect it, who we share it with, and the rights you have over it.

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These terms govern your use of **peteryoga.com**, all related subdomains, online classes and courses, memberships, retreats, in-person sessions, and any products or services offered by **Begin Again Productions, LLC** (a California limited liability company doing business as **Peter Walters Yoga**). Throughout this page, "we," "us," and "our" refer to Begin Again Productions, LLC. "You" means you — the visitor, student, member, retreat participant, or customer.

Privacy policy

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This policy applies to everything we operate — the website, classes, memberships, retreats, and in-person events.

INFORMATION YOU GIVE US DIRECTLY

When you register an account, sign up for a class or membership, book a retreat, fill out a contact form, subscribe to a newsletter, or buy a product, we may collect: your first and last name; username and password; email address; phone number; mailing address; emergency contact information; health and dietary information you provide for retreats or in-person practice; and payment information.

Payment card numbers are processed directly by **Stripe** (and where applicable, Mومence). We don't see or store full card numbers in unencrypted form. We may store a payment processor token, the last four digits, and the card brand so you can recognize the card on file.

We may combine information you provide with information we collect through other channels (phone, email, retreat intake forms) and treat it all as personal information when linked to identifying details.

INFORMATION WE COLLECT AUTOMATICALLY

When you visit the site or use the service, we and our third-party partners may automatically collect usage information through cookies, log files, device identifiers, and similar technologies. This can include: IP address; browser type and version; device type, model, and operating system; mobile carrier; referring and exit pages; pages viewed and links clicked; time spent on pages; and approximate location derived from IP. On mobile devices, depending on your settings, this can include unique device identifiers (UDID, IDFA, Google Ad ID) and precise geolocation.

We may use clear gifs (web beacons) in HTML emails to track which messages are opened and which links are clicked, so we can understand what's useful and improve future emails.

We honor opt-out preference signals required by applicable law, including the **Global Privacy Control (GPC)**, when received from your browser. Because there's no consistent industry standard for legacy "Do Not Track" signals, we don't separately respond to those at this time.

HOW WE USE INFORMATION

- Operate, maintain, and deliver the service — run the classes, manage your membership, fulfill your retreat booking, ship your product.
- Communicate with you about your account or purchase (transactional email: receipts, scheduling, technical and security notices). You can't opt out of these while you have an active account or purchase.
- Send marketing — new classes, retreats, courses, essays — but only if you've opted in. You can unsubscribe at any time from the link in any email.
- Personalize content and recommendations.
- Measure traffic and usage trends, diagnose problems, and improve the service.
- Detect, prevent, and respond to fraud, abuse, or security incidents.
- Comply with our legal obligations and enforce our terms.

COOKIES & TRACKING

We use cookies to remember you between visits, keep you signed in, and understand how the site is used. We may also allow third-party analytics and advertising partners to set cookies that help measure performance and, in some cases, show ads on other sites that may be relevant to you.

You can disable or delete cookies through your browser settings — see allaboutcookies.org for instructions. Note that disabling cookies may break parts of the service. To opt out of interest-based advertising specifically, the Network Advertising Initiative maintains opt-out tools at networkadvertising.org.

WHO WE SHARE INFORMATION WITH

We don't sell your personal information for money. We share information only as needed to operate the service:

- **Service providers** who work on our behalf — including **Stripe** (payments), **Momence** (class streaming, memberships, bookings), **Kit** (newsletter and email marketing), **Resend** (transactional email), **Vercel** (website hosting), and analytics tools. Each handles only what they need to perform their service.
- **Retreat venues, transportation providers, and local partners** when necessary to fulfill your booking — name, dietary needs, arrival details, emergency contact.
- **Business partners** who jointly offer something with us, where you've engaged with that joint offering.
- **Other parties** in a corporate transaction (merger, sale, reorganization, financing, acquisition, or bankruptcy).
- **Law enforcement or other parties** as required by law, subpoena, or where we reasonably believe disclosure is necessary to comply with the law, enforce our terms, or protect rights, property, or safety.
- **Aggregated or deidentified data** that doesn't identify you — we may share this freely.

CALIFORNIA & OTHER STATE PRIVACY RIGHTS (CCPA / CPRA AND SIMILAR)

If you live in California or another state with comparable privacy law, you have the right to: **(a)** know what personal information we collect, use, disclose, and share about you; **(b)** request access to or a copy of that information; **(c)** request correction of inaccurate information; **(d)** request deletion, subject to legal exceptions; **(e)** opt out of any "sale" or "sharing" of personal information and of targeted advertising; **(f)** limit the use of sensitive personal information; and **(g)** not be discriminated against for exercising these rights.

We do not sell personal information for monetary consideration. However, certain disclosures to advertising or analytics partners may qualify as "sale" or "sharing" under California's CCPA/CPRA and similar state laws. To opt out, email namaste@peterwaltersyoga.com with the subject line "**Privacy Request**", or send a Global Privacy Control signal from your browser.

You may designate an authorized agent to make a request on your behalf, subject to our verification procedures.

EUROPEAN, UK & SWISS PRIVACY RIGHTS (GDPR / UK GDPR)

If you're in the European Economic Area, the United Kingdom, or Switzerland, our legal bases for processing your personal information include: **(i)** performance of a contract with you; **(ii)** compliance with legal obligations; **(iii)** our legitimate interests in operating, improving, and securing the service; and **(iv)** your consent, where required.

You have the rights described above (access, correction, deletion, restriction, portability, objection) and the right to **withdraw consent** at any time where we rely on consent. You may also **lodge a complaint with your local supervisory authority**.

Your information may be transferred to and processed in the United States or other countries where we or our service providers operate. Where required, we rely on appropriate safeguards for international transfers, including the European Commission's **Standard Contractual Clauses** and the **UK International Data Transfer Addendum**.

HOW LONG WE KEEP INFORMATION

We retain personal information for as long as your account is active, as needed to deliver the service, and as required to comply with legal obligations, resolve disputes, and enforce our agreements. When information is no longer needed, we delete or deidentify it in accordance with our records retention practices. Some records (tax, payment, legal) we're required to keep for fixed periods regardless of account status.

SECURITY

We maintain administrative, technical, and physical safeguards designed to protect personal information against accidental or unlawful destruction, loss, alteration, unauthorized disclosure, or access — including encryption in transit (HTTPS/TLS), access controls, vendor due diligence, and regular review of our security practices.

No system is perfectly secure, and we can't guarantee absolute security. If a breach of security materially affects your information, we'll investigate, notify affected individuals where required by law, and take steps consistent with applicable regulations.

CHILDREN'S PRIVACY

The service is not directed to children under 16, and we do not knowingly collect personal information from anyone under 16 without verifiable parental consent. We comply with the Children's Online Privacy Protection Act (**COPPA**) for users under 13 and with state-law restrictions on the sale or sharing of personal information of minors under 16.

If you believe we've collected information from a child under 16, please contact us at namaste@peterwaltersyoga.com and we'll delete it.

LINKS TO OTHER SITES

The service links to or integrates with sites and services we don't operate. We aren't responsible for their practices. Review their privacy policies before sharing information with them.

CHANGES TO THIS PRIVACY POLICY

We may update this policy from time to time. When we do, we'll revise the "Last updated" date at the top of this page. If the changes are material, we'll provide a more prominent notice (email to active customers or an in-service notification). Continued use of the service after the effective date means you accept the updated policy.

CONTACT & PRIVACY REQUESTS

Privacy questions and requests (access, correction, deletion, opt-out, complaints) go to namaste@peterwaltersyoga.com with the subject line "**Privacy Request**".

Begin Again Productions, LLC.

Reach me about anything on this page: namaste@peterwaltersyoga.com

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