Privacy Policy

Poochies | www.mypoochies.com

Effective Date: November 10, 2026

1. Introduction

Poochies (“we,” “us,” or “our”) operates a dog grooming salon located at 4215 W 13 Mile Rd, Royal Oak, MI 48073, and the website https://www.mypoochies.com. We are committed to protecting the privacy of our clients and website visitors. This Privacy Policy describes how we collect, use, disclose, and safeguard your personal information when you visit our website, book appointments through our online booking portal, or otherwise interact with us.

By using our website or services, you agree to the collection and use of information in accordance with this policy. If you do not agree with our policies and practices, please do not use our website or services.

2. Information We Collect

Information You Provide Directly

When you book an appointment, contact us, or use our services, we may collect:

- Name, email address, and phone number
- Pet information (name, breed, age, weight, coat type, behavioral notes, medical or special care needs)
- Appointment history and preferences
- Payment information (processed securely by our third-party payment processors; we do not store full credit card numbers)
- Any other information you choose to provide in communications with us

Information Collected Automatically

When you visit our website, we may automatically collect certain information about your device and usage, including:

- IP address, browser type, operating system, and device information
- Pages visited, time spent, referring websites, and other usage data
- Cookies and similar tracking technologies (see Section 6)

Information from Third Parties

We use Gingr (gingrapp.com) as our online booking and client management platform. Information you provide through the Gingr customer portal is collected on our behalf. Gingr’s privacy practices are governed by their own policy; however, we control how that client data is used for providing our services.

3. How We Use Your Information

We use the information we collect to:

- Schedule, confirm, and manage grooming appointments
- Provide personalized grooming services tailored to your pet's needs
- Communicate with you about appointments, reminders, service updates, and inquiries
- Process payments and maintain business records
- Improve our website, services, and customer experience
- Comply with legal obligations and protect against fraud or abuse
- Send occasional promotional messages (you may opt out at any time)

4. Sharing of Your Information

We do not sell, rent, or trade your personal information to third parties for their marketing purposes.

We may share information with:

- Service providers who assist us in operating our business (e.g., Gingr for booking software, payment processors, email or SMS providers). These parties are contractually obligated to protect your information and use it only for the services they provide to us.
- Professional advisors (lawyers, accountants) when necessary
- Law enforcement or other authorities when required by law, court order, or to protect our rights and safety
- Successors in the event of a merger, acquisition, or sale of assets

5. Data Security

We implement reasonable administrative, technical, and physical safeguards designed to protect your personal information from unauthorized access, use, alteration, or disclosure. However, no method of transmission over the Internet or electronic storage is 100% secure. While we strive to protect your information, we cannot guarantee absolute security.

6. Cookies and Tracking Technologies

Our website may use cookies and similar technologies to enhance user experience, analyze site traffic, and remember preferences. You can control cookies through your browser settings. Disabling cookies may affect the functionality of certain parts of the website. We do not use cookies for third-party advertising tracking.

7. Your Privacy Rights

Depending on your location, you may have certain rights regarding your personal information, including the right to access, correct, update, or request deletion of your data, and to opt out of certain uses.

California Residents (CCPA/CPRA): You have the right to know what personal information we collect, the right to request deletion, the right to opt out of the sale or sharing of personal information (we do not sell personal information), and the right to non-discrimination for exercising your rights. To submit a request, contact us using the information in Section 10.

To exercise any of these rights, please contact us. We may need to verify your identity before processing your request.

8. Children’s Privacy

Our services are not directed to children under the age of 13. We do not knowingly collect personal information from children under 13. If we become aware that we have collected personal information from a child under 13 without parental consent, we will take steps to delete that information.

9. Data Retention

We retain personal information for as long as necessary to fulfill the purposes outlined in this policy, provide our services, comply with legal obligations, resolve disputes, and enforce our agreements. Appointment and client records are typically retained for business and tax purposes.

10. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. The updated version will be indicated by an updated “Effective Date” at the top of this page. We encourage you to review this policy periodically. Your continued use of our website or services after any changes constitutes acceptance of the updated policy.

11. Contact Us

If you have questions about this Privacy Policy or our privacy practices, or if you wish to exercise your privacy rights, please contact us:

Poochies

4215 W 13 Mile Rd

Royal Oak, MI 48073

Phone: (248) 435-5646

Website: https://www.mypoochies.com

Online Booking: https://poochies.portal.gingrapp.com/

This Privacy Policy applies to information collected through our website and in connection with our grooming services. It does not apply to information collected offline except as described, or to third-party websites linked from our site.