

Privacy Policy

Effective Date: July 14, 2026

Introduction

At Expertise Cosmetology Institute and Expertise Services, LLC, we respect your privacy and are committed to protecting your personal information. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our website or communicate with us.

Information We Collect

We may collect the following types of personal information:

- Name
- Mailing address
- Email address
- Telephone or mobile phone number
- Date of birth (when applicable)
- Student or program inquiry information
- Payment information (when applicable)
- Information submitted through online forms or applications
- SMS/text messaging preferences and consent

How We Use Your Information

We use your information to:

- Respond to inquiries and requests
- Process admissions and enrollment
- Provide educational services
- Send appointment reminders and payment reminders
- Communicate regarding classes, financial aid, events, and student services
- Send SMS/text messages when you have provided consent
- Improve our website and customer service
- Comply with applicable legal and regulatory requirements

Who We Share Your Information With

We do not sell, rent, or trade your personal information.

We may share information only with:

- Service providers who assist us in operating our business
- Government agencies or accrediting organizations when required by law
- Financial institutions or payment processors when necessary

- Other parties when required by applicable law or with your authorization

SMS consent is not shared with third parties or affiliates for marketing purposes.

SMS Communications

By opting in to receive text messages from Expertise Cosmetology Institute or Expertise Services, LLC, you agree to receive informational messages such as appointment reminders, payment reminders, enrollment updates, student notifications, school announcements, and event reminders.

Message frequency may vary. Message and data rates may apply depending on your mobile carrier.

You may opt out at any time by replying STOP to any text message. For assistance, reply HELP or contact our office directly.

Data Security

We maintain reasonable administrative, technical, and physical safeguards designed to protect your personal information from unauthorized access, disclosure, alteration, or destruction.

Cookies

Our website may use cookies and similar technologies to improve user experience and analyze website traffic.

Your Rights

You may request access to, correction of, or deletion of your personal information, subject to applicable legal requirements.

Third-Party Websites

Our website may contain links to third-party websites. We are not responsible for the privacy practices or content of those sites.

Changes to This Privacy Policy

We may update this Privacy Policy periodically. Changes will be posted on this page with an updated effective date.

Contact Us

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